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## The Influence of Social Media Influencer Attributes on Brand Equity and Purchase Intention

Koravit Narongkananukul <sup>1\*</sup>, Wilert Puriwat <sup>2</sup>, Danupol Hoonsopon <sup>2</sup>

<sup>1</sup> *Technopreneurship and Innovation Management Program, Graduate School, Chulalongkorn University, 10330 2 ID, Thailand.*

<sup>2</sup> *Department of Marketing, Chulalongkorn University, 10330 Bangkok, Thailand.*

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### Abstract

This study examines how the attributes of social media influencers (SMIs) collectively shape brand equity and purchase intention in the digital marketplace. Building on classical endorsement theories—namely the Source Attractiveness Model, Source Credibility Model, Product Match-Up Hypothesis, and Meaning Transfer Theory—this research develops an integrated framework to explain how influencer traits translate into brand-related outcomes. Data were collected from 200 active social media users in Thailand and analyzed using structural equation modeling (SEM) to test the proposed causal relationships. The results reveal that source attractiveness, product match-up, and meaning transfer significantly enhance brand equity, while source credibility demonstrates a marginal yet positive effect. Furthermore, brand equity strongly predicts purchase intention and mediates the effects of influencer attributes. Theoretically, this study extends endorsement research by integrating four fragmented models into a unified influencer-based framework, advancing understanding of how digital influencers shape consumer-based brand equity. Managerially, the findings guide marketers in selecting influencers whose image, credibility, and symbolic meanings align strategically with brand identity to maximize consumer engagement and behavioral intent.

**Keywords:** Social Media Influencers; Source Attractiveness; Source Credibility; Product Match Up; Meaning Transfer; Brand Equity; Purchase Intention; Social Media Marketing Strategy.

## 1. Introduction

In today's hyper-connected digital economy, social media has revolutionized brand communication and redefined how consumers perceive, trust, and engage with marketing content. The emergence of social media influencers (SMIs) has shifted persuasion from corporate-controlled messages to peer-based credibility grounded in authenticity, interactivity, and perceived similarity. Studies by Djafarova & Rushworth (2017) and Schouten et al. (2020) indicate that platforms like Instagram, TikTok, and YouTube allow influencers to shape consumer perceptions through content creation and brand communication [1, 2]. This transformation has led to a paradigm shift in consumer trust—from institutional advertising to influencer-generated narratives perceived as genuine and relatable. Despite their dominance in digital marketing, a persistent question remains: which influencer attributes most effectively enhance brand equity and purchase intention? Although practitioners acknowledge the persuasive influence of these attributes, scholarly research typically examines them in isolation: attractiveness is discussed by McGuire (1985) and Erdogan (1999) [3, 4], credibility is investigated by Hovland et al. (1953) and Ohanian (1990) [5, 6], product match-up is explored by Kamins

\* Corresponding author: koravit@tpcsplc.com

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(1990) [7], and meaning transfer is addressed by McCracken (1989) [8]. These studies seldom synthesize these factors into a comprehensive, unified framework.

This fragmented approach produces inconsistent findings and hinders theoretical advancement. Moreover, existing studies focus on short-term attitudinal outcomes, neglecting brand equity, a cumulative construct that captures long-term consumer perceptions of value [9, 10]. Brand equity plays a central role in marketing strategy as it differentiates products, shapes loyalty, and drives willingness to pay. Aaker (1991, 1996) identified four dimensions—brand awareness, associations, perceived quality, and loyalty [9, 11]—while Keller (1993) highlighted the Customer-Based Brand Equity (CBBE) model, emphasizing the cognitive and emotional connections consumers form with brands [10]. Within social media, these dimensions are co-created through influencer storytelling, authenticity, and symbolic meaning. Yet, empirical research linking influencer attributes to brand equity remains scarce, particularly in emerging markets where cultural symbolism and relational trust differ from Western contexts.

In the Eastern context, the interaction between digital platforms and brand communities is a notable phenomenon. Their findings indicate that the advent of the metaverse has significantly advanced this relationship. Gamification, social participation, and virtual identity collectively contribute to the co-creation of immersive brand experiences [12]. Within these virtual environments, game dynamics—such as competition, cooperation, and contextual engagement—enhance emotional and social benefits that translate into brand engagement and loyalty. This mirrors influencer dynamics where interactivity and symbolic value foster consumer attachment and advocacy [13]. This principle is empirically supported in the Thai market, where affective brand personality traits predict loyalty through emotional identification and trust [13]. However, consumers are often more influenced by private reference groups, like family and friends, than by public figures [14], an effect amplified in sporting contexts where collective identity reinforces purchase intentions [15]. This aligns with findings that self-congruence and social validation from reference groups accelerate the adoption of new products among Thai consumers [16]. Psychologically, frameworks like self-efficacy explain how digital exposure translates to behavioral intention, with factors like observational learning and perceived capability driving user acceptance [17]. Similarly, in influencer contexts, followers' self-efficacy determines how they emulate brand-related behaviours portrayed by influencers, mirroring vicarious experience and persuasive communication processes that enhance engagement and purchase intention.

Collectively, these theoretical perspectives converge on the insight that contemporary consumers construct brand meaning through an integrated process encompassing psychological persuasion, social learning, and symbolic co-creation. This multidimensional framework is reinforced by accumulating empirical evidence that affirms the distinct yet interrelated nature of these mechanisms. Specifically, psychological persuasion has been shown to operate through perceived authenticity, which mediates the development of credibility and trust [18]. The influence of social learning emerges through parasocial interaction, which amplifies the impact of an influencer's attractiveness on consumer loyalty [19]. Furthermore, symbolic co-creation is reflected in findings that identify meaning transfer as a key driver of a brand's symbolic value [20], while congruence between product and endorser enhances perceived quality through emotional resonance [21].

This study responds to these gaps by synthesizing four foundational theories—the Source Attractiveness Model, Source Credibility Model, Product Match-Up Hypothesis, and Meaning Transfer Model—into a unified conceptual framework that links influencer attributes to brand equity and purchase intention. Conceptually, the study expands influencer marketing theory by integrating insights from the literature on brand personality, social influence, self-efficacy, and virtual engagement. Empirically, it validates this integrated model within the Thai context, where digital collectivism, trust-based networks, and hybrid online–offline interactions shape influencer effectiveness. Practically, the findings guide marketers in selecting influencers whose psychological appeal, relational trust, and symbolic congruence strengthen both cognitive and emotional dimensions of brand equity, thereby fostering sustainable purchase intention in the digital era.

## 2. Theoretical Foundation and Research Hypothesis

### 2.1. Social Media Influencers

The rise of social media influencers (SMIs) has transformed how consumers access information, build trust, and make purchase decisions in the digital era. Unlike traditional celebrities whose visibility depends on mass media exposure, SMIs establish influence through sustained, two-way interaction that combines personal authenticity with curated content. Their communication style resembles that of a peer conversation rather than a corporate promotion, enabling followers to perceive their messages as credible and relatable [22, 23].

This transformation redefines influencers as co-creators of meaning within the marketing ecosystem rather than passive endorsers of products. In digital environments, influence emerges at the intersection of social credibility, symbolic capital, and algorithmic visibility. SMIs construct online communities built on shared values, lifestyles, and aspirations, turning social platforms into participatory spaces for storytelling and opinion leadership [2]. Followers

process influencer content through both cognitive and emotional mechanisms, forming parasocial relationships that drive engagement and trust [24]. These interactions make persuasion cyclical and interactive—messages are reinforced through likes, comments, and social validation, deepening consumer connection and message credibility. Recent studies reinforce this multidimensional understanding of influence. Wang et al. (2024) identified authenticity as a key driver of trust in short-video platforms [18], while Ahmed et al. (2024) showed that emotional engagement strengthens brand loyalty [19]. Nguyen et al. (2023) demonstrated that influencers convey symbolic meanings that enhance self-brand congruence [20], and Shan et al. (2020) found that identity–brand alignment increases perceived quality through emotional resonance [21]. Collectively, these findings establish SMIs as psychological, social, and cultural communicators who mediate brand meaning and shape consumer perceptions. Despite their prominence, research remains fragmented, often limited to engagement metrics or Western contexts. This study therefore advances an integrative framework that examines how influencers, as social and cultural actors, shape brand meaning within Thailand's collectivist, trust-oriented digital environment.

## 2.2. Social Media Influencers' Attributes

The persuasive impact of social media influencers (SMIs) stems from the interplay of psychological, relational, and symbolic attributes that shape how audiences perceive and internalize brand messages. Earlier endorsement studies examined these effects through isolated traits such as attractiveness, credibility, or product–endorser fit [3, 5, 7]. However, digital platforms have expanded these constructs into multidimensional social signals that incorporate authenticity, transparency, and interactivity [1, 2]. Influencers now function not as passive endorsers but as meaning co-creators, negotiating identity, trust, and value within ongoing relationships with their audiences. Recent scholarship highlights this integrated nature of influencer effectiveness. Moreover, the authenticity links perceived credibility to follower trust, with sincerity as the main psychological factor [18].

The persuasive influence of social media figures unfolds through a multi-stage mechanism that originates in emotional engagement and ultimately reshapes brand perception. At the initial stage, parasocial intensity—the perceived relational bond between followers and influencers—acts as a pivotal amplifier that heightens attractiveness and nurtures consumer loyalty, confirming the affective foundation of persuasive influence [19]. Building upon this emotional linkage, influencers function as carriers of symbolic meaning, transmitting values that strengthen the alignment between consumers' self-concept and brand identity, particularly within younger audience segments [20]. This symbolic transfer further manifests in concrete consumer judgements, as congruence between an influencer's persona and the promoted product enhances perceived quality through emotional resonance, thereby deepening trust and reinforcing positive brand evaluations [21].

Collectively, these findings illustrate that influencer attributes extend beyond aesthetics to encompass authenticity, cultural symbolism, and value alignment, which jointly contribute to brand equity formation. From a theoretical standpoint, the four classical frameworks—Source Attractiveness, Source Credibility, Product Match-Up Hypothesis, and Meaning Transfer Model—offer complementary lenses for explaining these dynamics. Yet, prior studies often examined them separately, limiting theoretical integration. This study therefore conceptualizes influencer attributes as an integrated construct combining psychological appeal, functional congruence, and symbolic resonance. In emerging markets such as Thailand, where collectivist values and social harmony shape perceptions, this multidimensional view offers a richer insight into how influencers foster authenticity, attachment, and long-term brand equity.

### 2.2.1. Source Attractiveness

The Source Attractiveness Model posits that the persuasive power of a communicator arises from the audience's perception of physical appeal, likability, and similarity [3, 6]. Within digital environments, this concept extends far beyond external beauty to include aesthetic coherence, personality resonance, and perceived authenticity—qualities that encourage audiences to form affective bonds with influencers. Contemporary social media environments amplify these dynamics because users are constantly exposed to curated visual narratives that fuse appearance with lifestyle, tone, and values [2, 25]. Attractiveness functions as both a psychological and relational mechanism in persuasion. It triggers heuristic evaluations that increase message acceptance while simultaneously facilitating identification and empathy. In influencer contexts, perceived attractiveness often translates into aspirational identification, where followers internalize influencers' lifestyles and attitudes as reflections of their own desired selves.

The effectiveness of an influencer's attractiveness hinges less on superficial glamour and more on its capacity to foster emotional proximity [26]. Recent findings demonstrate that parasocial intensity—the follower's perceived one-sided relationship with the influencer—magnifies the link between attractiveness and brand loyalty [19]. This suggests that emotional closeness, not mere visual appeal, is what drives long-term engagement. When followers perceive an influencer as both aesthetically pleasing and personally relatable, they exhibit greater attitudinal congruence and find the message more credible, resulting in stronger brand associations [27]. This multifaceted attractiveness then serves as a powerful vehicle for transferring symbolic meaning, with an influencer's visual and stylistic appeal directly enhancing self-brand connection, especially among younger consumers [20]. The emotional attachment cultivated through this process is a foundational component of customer-based brand equity [9, 10]. Conversely, a failure to align the

influencer's visual presentation with the brand's image can trigger cognitive dissonance in the consumer, ultimately diminishing brand trust [4].

Accordingly, within the present framework, source attractiveness is conceptualized as a multidimensional construct encompassing physical appeal, likability, similarity, and authenticity. It strengthens brand equity by evoking emotional engagement, fostering identification, and enhancing the perceived fit between the influencer and the brand. By bridging affective and cognitive dimensions of persuasion, attractiveness serves as a foundational mechanism through which influencers transform visual connection into enduring brand meaning and purchase intention.

### 2.2.2. Source Credibility

The Source Credibility Model remains one of the most enduring frameworks in communication and persuasion research [5, 10]. It posits that a communicator's effectiveness depends on two core dimensions: expertise—the perceived competence and knowledge of the source—and trustworthiness—the perceived honesty, integrity, and reliability of the communicator. In influencer marketing, these dimensions collectively determine whether audiences accept brand-related information and internalize persuasive messages [4, 6]. Credibility, therefore, functions as a cognitive heuristic that reduces uncertainty in digital environments characterized by information overload and varying message authenticity. In social media contexts, credibility is not static but co-created through interaction and transparency. Influencers establish expertise by demonstrating product familiarity, experience-based knowledge, and consistent alignment between personal and brand values. Trustworthiness, in turn, emerges from perceived sincerity, openness, and responsible disclosure of sponsored content [28]. This mechanism is validated by recent empirical work, particularly on short-video platforms like TikTok, which reveals a critical insight: authenticity functions as the essential mediator that converts an influencer's claimed credibility into tangible consumer trust. This finding highlights a fundamental paradigm shift in digital endorsement. Credibility no longer stems from formal authority but is contingent upon the perceived authenticity, consistency, and emotional truthfulness that an influencer projects [18].

Scholars further underscore the relational and affective dimensions of credibility. Emotional engagement has been shown to heighten followers' confidence in an influencer's reliability, indicating that credibility is maintained through both cognitive evaluation and interpersonal bonding [19]. Moreover, credible influencers convey symbolic meanings that reinforce brand values and foster alignment between consumers' self-concept and brand identity [20]. Additionally, credibility has been found to interact with product–endorser congruence to elevate perceived quality, highlighting how trust and expertise collectively strengthen brand authenticity and consumer confidence [21]. Collectively, these studies suggest that credibility in social media is multidimensional, encompassing informational accuracy, moral alignment, and emotional resonance.

### 2.2.3. Product Match Up

The Product Match-Up Hypothesis introduced by Kamins (1990) posits that the persuasive strength of an endorsement depends on the degree of congruence between the endorser's characteristics and the product's image [7]. When an influencer's persona, style, or expertise aligns with the product's symbolic and functional attributes, audiences perceive the message as authentic and credible. Conversely, an evident mismatch can create cognitive dissonance, reducing trust and diminishing brand evaluation. Expanding on Kamins' concept, McCracken (1989) and Jain & Roy (2016) extended the idea of match-up beyond visual similarity to symbolic correspondence, describing how social and cultural meanings flow from the endorser to the brand [8, 29]. Strong congruence between an influencer and the endorsed product not only substantiates product claims but also communicates aspirational lifestyles and emotional coherence [30]. Within the social media environment, influencers embody these dimensions through a consistent use of tone, imagery, and narrative, thereby transforming promotional messages into authentic reflections of personal identity rather than overt persuasion. Empirical findings further validate this dual mechanism of cognitive alignment and emotional harmony. Authenticity has been shown to mediate the link between influencer–brand congruence and consumer trust [18], while alignment between an influencer's identity and the product category enhances emotional resonance and perceived quality [21]. Moreover, congruence between influencer values and brand personality reinforces self–brand connection [20], and emotional consistency has been found to intensify parasocial engagement and foster brand loyalty [19]. Accordingly, this study conceptualizes product match-up as the perceived alignment between an influencer's identity, lifestyle, and communication tone and a brand's symbolic and functional attributes—an essential mechanism that reinforces authenticity, perceived quality, and enduring brand equity.

### 2.2.4. Meaning Transfer

The Meaning Transfer Model proposed by McCracken (1989) explains how cultural and symbolic meanings move from society to endorsers, from endorsers to products, and finally to consumers [8]. Endorsers act as cultural carriers who embody social values and lifestyles that become attached to the brands they represent. In social-media contexts, this process is more dynamic and interactive: influencers and followers co-create meanings through narrative storytelling, aesthetic expression, and reciprocal engagement, turning endorsement into a cycle of shared interpretation rather than

one-way persuasion. Expanding on McCracken's idea, Jain & Roy (2016) [29] described meaning transfer as an interpretive dialogue in which influencers reinterpret cultural symbols through aspirational consumption, while Roy & Jain (2017) portrayed them as meaning architects who actively construct emotional and symbolic narratives [30]. When audiences perceive harmony between an influencer's identity and brand symbolism, they internalize those meanings into their self-concepts, strengthening attachment and loyalty. Recent studies affirm this symbolic process.

Influencer-driven persuasion operates through interrelated psychological and symbolic mechanisms that collectively reinforce consumer–brand alignment. Meaning transfer initiated by influencers has been shown to strengthen self–brand congruence [20], while emotionally charged storytelling enhances perceptions of authenticity and fosters consumer commitment [21]. Authenticity further serves as a mediating force that sustains credibility within the endorsement process [18]. Additionally, parasocial closeness intensifies followers' symbolic interpretation of influencer messages, deepening emotional identification with the brand [19]. Complementary evidence indicates that narrative coherence, cultural symbolism, and localized authenticity function as enduring cues that maintain trust and emotional resonance across digital platforms [31-33]. In sum, meaning transfer is a co-created, culturally grounded, and emotionally driven process through which influencers infuse brands with symbolic value. By aligning personal authenticity and cultural relevance, influencers transform brands into extensions of identity, reinforcing brand associations, perceived authenticity, and loyalty, and ultimately strengthening brand equity and purchase intention.

### 2.3. Brand Equity

Brand equity is an intangible asset that enhances a product's value and significantly influences consumer choices and organizational success. Aaker (1991, 1996) conceptualized brand equity as a set of assets—brand awareness, associations, perceived quality, loyalty, and unique brand attributes—that contribute to consumer and firm value [9, 11]. Keller (1993) expanded this view through the Customer-Based Brand Equity (CBBE) model, which highlights how equity emerges from consumers' differential responses to brand knowledge [10]. These frameworks remain foundational for evaluating brand strength across both traditional and digital platforms. Empirical research by Cobb-Walgren et al. (1995) and Chaudhuri & Holbrook (2001) demonstrates that strong brand equity increases preference, loyalty, and resistance to competition [34, 35]. Despite extensive research, few studies examine how social media influencers (SMIs) contribute to brand equity formation. Traditional endorsement theories have rarely integrated influencer attributes—attractiveness, credibility, product match-up, and meaning transfer—within established brand equity models.

This conceptual fragmentation underscores the need to situate influencer-driven phenomena within established theoretical frameworks to achieve greater explanatory coherence. Integrating these effects through the lenses of the Source Credibility Model, the Match-Up Hypothesis, and the Meaning Transfer Model enables a more rigorous articulation of the psychological, symbolic, and relational mechanisms underpinning influencer-based persuasion [2, 36]. As digital engagement becomes increasingly personalized, influencers play a pivotal role in shaping how brand meaning is interpreted and internalized within consumer consciousness. Empirical evidence suggests that influencers play a crucial role in forming brand equity through a combination of cognitive and emotional pathways. Authenticity has been shown to strengthen brand credibility [18], while emotional engagement enhances consumer loyalty [19]. Symbolic meaning transfer functions as a critical mechanism driving self–brand congruence [20], and alignment between influencer identity and brand positioning elevates perceived quality [21]. Furthermore, narrative coherence, cultural symbolism, and localized authenticity operate as enduring dimensions that reinforce brand trust and sustain emotional resonance across diverse digital contexts [31-33].

### 2.4. Social Media Influencers' Attributes and Brand Equity

Social media influencers (SMIs) have emerged as key agents in shaping consumer perceptions, trust, and engagement with brands. Their influence extends beyond traditional advertising, grounded instead in authenticity, relatability, and symbolic meaning communicated through digital interactions. The effectiveness of SMIs is determined by core attributes—source attractiveness, source credibility, product match-up, and meaning transfer—which together influence how consumers interpret and value brands. Drawing on foundational theories of persuasion and meaning transfer. This study integrates these attributes into a unified framework to explain their collective impact on brand equity and purchase intention within the evolving digital economy.

#### 2.4.1. Source Attractiveness and Brand Equity

Source attractiveness has been widely recognized as a core determinant of influencer effectiveness in enhancing brand equity. Earlier studies established that physical appeal, likability, and perceived similarity significantly influence message acceptance and favorable brand evaluations [3, 6, 7]. Subsequent works revealed that attractiveness positively affects consumers' emotional attachment and brand attitude through identification and parasocial interaction [4, 25, 26, 28, 37]. Recent evidence reinforces this relationship, demonstrating that influencers' aesthetic appeal and authenticity enhance brand awareness, associations, and perceived quality—key dimensions of brand equity [38-40]. Empirical

findings from digital endorsement contexts further demonstrate that visual relatability and perceived similarity foster stronger consumer–brand connections, confirming that source attractiveness exerts a significant positive impact on brand equity across online platforms [18, 19]. Based on the above research, the following hypotheses are drawn:

**H1: Source Attractiveness has a significant positive impact on Brand Equity.**

#### 2.4.2. Source Credibility and Brand Equity

Source credibility, encompassing expertise and trustworthiness, has long been recognized as a pivotal factor influencing consumer evaluations of endorsed brands [5, 6]. Credible influencers enhance message acceptance, brand trust, and perceived authenticity, leading to stronger brand equity formation [4, 37]. Studies demonstrate that perceived expertise builds confidence in product quality, while trustworthiness fosters emotional attachment and long-term loyalty [36, 39]. Recent research highlights that influencer credibility in digital environments reinforces symbolic and relational bonds with consumers, amplifying awareness, associations, and perceived quality [1, 28]. Empirical evidence further shows that credibility mediates brand communication effectiveness, strengthening equity through brand identification and advocacy [40, 41]. Overall, credible influencers serve as reliable meaning conveyors who enhance consumer trust and elevate multidimensional brand equity outcomes [20, 26]. Based on the above research, the following hypotheses are drawn:

**H2: Source Credibility has a significant positive impact on Brand Equity.**

#### 2.4.3. Product Match-Up and Brand Equity

Product match-up, or the congruence between an endorser's image and the product's attributes, is a critical determinant of endorsement effectiveness and brand equity formation [7, 37]. When an influencer's personality and lifestyle align with the product category, consumers perceive greater authenticity and relevance, enhancing brand evaluations [4, 30]. Empirical studies confirm that well-matched endorsements elevate perceived quality, brand associations, and purchase intention through cognitive consistency and emotional resonance [26, 42]. Incongruent pairings, by contrast, dilute message credibility and weaken brand meaning [7, 39]. Recent findings show that influencer–product fit strengthens symbolic meaning transfer, creating favorable brand attitudes and higher loyalty [21, 38]. The match-up effect thus reinforces brand equity by aligning influencer characteristics with brand identity, ensuring cohesive brand storytelling and consumer connection [2, 25]. Based on the above research, the following hypotheses are drawn:

**H3: Product Match-up has a significant positive impact on Brand Equity.**

#### 2.4.4. Meaning Transfer and Brand Equity

Meaning transfer theory explains how symbolic meanings associated with endorsers move to brands and subsequently to consumers, influencing brand perceptions and equity [8, 29]. Endorsers act as cultural intermediaries, transmitting values, lifestyles, and identities that consumers internalize, shaping brand image and emotional attachment [30, 36]. Research demonstrates that influencers who project authentic, value-driven narratives strengthen brand associations and perceived quality through symbolic alignment [25, 28]. Studies further reveal that meaning transfer enhances brand personality and loyalty by embedding cultural resonance into consumer–brand relationships [43, 44]. Positive meaning transfer produces favorable brand evaluations, while negative or incongruent meanings can erode equity [4, 7]. Ultimately, the transfer of symbolic and emotional meanings from influencer to brand reinforces multidimensional brand equity, integrating cognitive, affective, and cultural [20, 39]. Based on the above research, the following hypotheses are drawn:

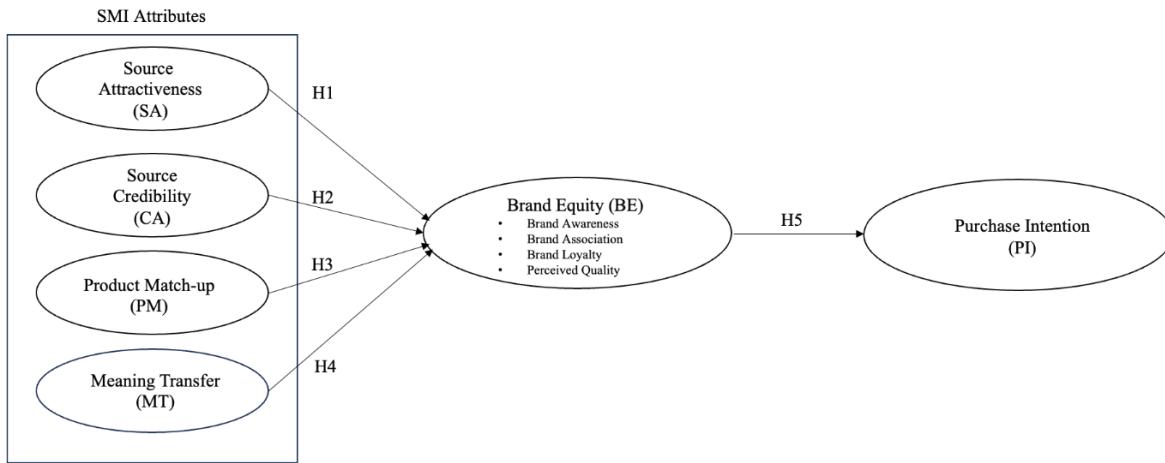
**H4: Meaning Transfer has a significant positive impact on Brand Equity.**

#### 2.5. Brand Equity and Purchase Intention

Brand equity is a central determinant of consumer behavior, directly influencing purchase intention through its multidimensional components—brand awareness, brand associations, perceived quality, and brand loyalty [9, 10]. High brand equity enhances consumers' confidence and emotional attachment, leading to stronger purchase motivation [34, 35]. Empirical evidence shows that brands with favorable associations and superior perceived quality achieve greater consumer preference and repeat purchase behavior [36, 39]. Recent studies further emphasize that social media branding strengthens this linkage by amplifying consumer engagement and brand resonance [26, 28]. New evidence supports that perceived symbolic value and trust transfer from influencer-led communication significantly increase purchase intention [20, 21]. Collectively, these findings confirm that brand equity functions as a powerful mediating mechanism translating influencer-driven perceptions into sustained purchase intentions in digital marketplaces. Based on the above research, the following hypotheses are drawn:

**H5: Brand Equity has a significant positive impact on purchase intention.**

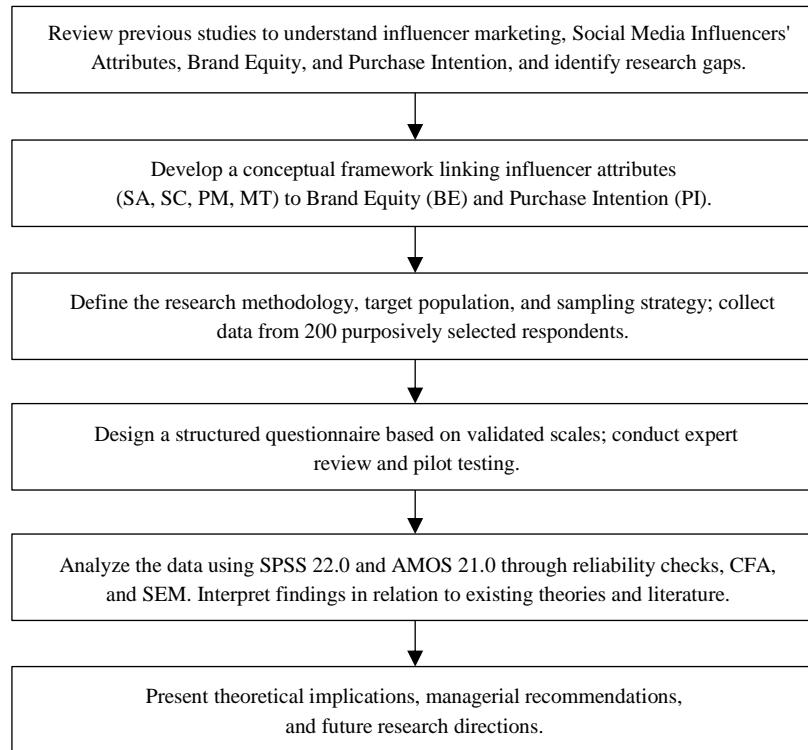
As discussed above, the research framework is illustrated in Figure 1.



**Figure 1. Research Framework**

### 3. Research Methodology

The flowchart illustrates the methodology applied in this investigation (Figure 2).



**Figure 2. Research Methodology**

#### 3.1. Variable Measurement and Questionnaire Design

To measure the constructs in the proposed model, this study employed a structured questionnaire using multiple items on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The scale items were adapted from established studies to ensure theoretical and empirical validity. Four key influencer attributes—Source Attractiveness (SA), Source Credibility (SC), Product Match-Up (PM), and Meaning Transfer (MT)—were measured using items derived from Ohanian (1990) [6], Kamiens (1990) [7], McCracken (1989) [8], and Roy & Jain (2017) [30]. SA captured visual appeal, likability, and perceived similarity; SC measured expertise and trustworthiness; PM evaluated congruence between the influencer's identity and the product image; and MT assessed the transfer of symbolic and cultural meaning from the influencer to the brand. Brand Equity (BE) was operationalized as a second-order construct consisting of four dimensions—brand awareness, brand association, perceived quality, and brand loyalty—adopted from Aaker (1991) and Yoo & Donthu (2001) [9, 45], with recent conceptual extensions from Mishra (2023) and Shan et al. [21, 39]. Purchase

Intention (PI) items were modified from Khan et al. (2020) and refined based on contemporary digital consumer studies [46]. To ensure linguistic accuracy and contextual relevance, the instrument underwent translation and back-translation into Thai, followed by expert review for content validity and a pre-test with 30 participants. Internal consistency and construct validity were verified using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). To minimize common method bias, procedural remedies were implemented, including respondent anonymity and randomization of item order, and statistically tested through Harman's single-factor analysis.

### 3.2. Data Collection Methodology

This study adopted a quantitative survey design to examine the relationships among influencer attributes, brand equity, and purchase intention. Measurement items were adapted from validated. The questionnaire was translated into Thai using a back-translation procedure and pre-tested with thirty respondents for clarity and cultural appropriateness. Purposive sampling was used to target Thai social-media users aged 18 or older who had followed at least one influencer with over 1,000 followers and viewed product endorsements within the past three months. Screening questions ensured eligibility. The final instrument included six sections covering demographics, social-media behavior, influencer attributes, brand-equity dimensions, and purchase intention, measured on a five-point Likert scale. Data were collected online, yielding 200 valid responses from 250 distributed questionnaires (80% response rate). Participation was entirely voluntary and anonymous, and respondents were informed about the academic purpose of the study. Reliability, validity, and potential common-method and non-response biases were examined following Hair et al. (2010) [47]. The sample size exceeded the minimum threshold for SEM, ensuring robustness of statistical analysis.

### 3.3. Data Analysis Methodology

To evaluate measurement validity and test structural relationships, data analysis was conducted using SPSS and AMOS. The procedure consisted of three stages: preliminary analysis, confirmatory factor analysis (CFA), and structural equation modeling (SEM). SEM was selected because it enables simultaneous estimation of multiple causal relationships among latent constructs. Preliminary analysis assessed missing data, normality [48], and multicollinearity (Variance Inflation Factor [VIF] < 5 [47] to ensure data adequacy for SEM. Reliability was measured using Cronbach's alpha, with values above 0.70 considered acceptable [49]. The measurement model was examined in AMOS through CFA. Model fit was evaluated using multiple indices following Hair et al. (2010) and Kline (2023):  $\chi^2/df < 3.0$ , CFI and TLI > 0.90, RMSEA < 0.08, and SRMR < 0.08. Convergent validity was confirmed when standardized factor loadings, Composite Reliability (CR > 0.70), and Average Variance Extracted (AVE > 0.50) met the recommended thresholds, while discriminant validity was verified using the Fornell-Larcker criterion [47, 48]. The structural model was subsequently tested to examine the hypothesized relationships between the four influencer attributes (SA, SC, PM, MT), brand-equity dimensions, and purchase intention. The significance of each structural path, standardized coefficients, p-values ( $p < 0.05$ ), and explanatory power ( $R^2$ ) were analyzed using a two-tailed test at the 95 percent confidence level. The final model interpretation integrated theoretical coherence, empirical fit, and statistical robustness to ensure consistency with current SEM best practices.

## 4. Results

### 4.1. Demographics of Respondents

The study included a total of 200 Thai social media users. The majority of respondents 68.0% were female, while 32.0% were male. In terms of age, 54.5% of participants were between 18 and 24 years old, followed by 36.0% aged 25 to 34, and 9.5% aged 35 or older. Regarding education, 67.0% held a bachelor's degree, 18.5% had completed high school, and 14.5% held a master's degree or higher. Most participants (92.0%) reported using social media daily, with Facebook being the most frequently used platform (91.0%), followed by Instagram (75.5%) and TikTok (66.0%). Additionally, 87.5% of respondents reported following at least one influencer with 1,000 or more followers, confirming their relevance to the study context.

### 4.2. Measurement Model: Validity and Reliability

Reliability and convergent validity for all constructs were satisfactory. Cronbach's  $\alpha$  values ranged from 0.787 to 0.920, exceeding the 0.70 threshold recommended [49]. Composite Reliability (CR) values were all above 0.80, and Average Variance Extracted (AVE) values surpassed 0.50 for most constructs, confirming acceptable convergent validity. Although the AVE for Meaning Transfer (0.532) and Source Credibility (0.539) were slightly below 0.60, both constructs exhibited CR > 0.80, indicating adequate convergent [47, 50]. Discriminant validity was assessed using complementary criteria. First, the square root of each construct's AVE exceeded all inter-construct correlations, demonstrating that the latent variables were empirically distinct. Second, Heterotrait–Monotrait Ratio (HTMT) values were below 0.85, providing strong evidence of discriminant validity [51]. The measurement model showed an excellent overall fit ( $\chi^2/df = 1.463$ , CFI = 0.968, TLI = 0.969, RMSEA = 0.048, SRMR = 0.047), which falls well within the

acceptable thresholds [47, 48]. Collectively, these findings confirm that the measurement model demonstrates robust psychometric properties, with all constructs exhibiting high internal consistency, satisfactory convergent and discriminant validity, and a theoretically coherent structure suitable for subsequent structural-model testing (Tables 1 and 2).

**Table 1. Reliability and validity test results of each variable**

| Variables                  | Indicators | Factor loading coefficient | CR    | AVE   | Cronbach's |
|----------------------------|------------|----------------------------|-------|-------|------------|
| Source Attractiveness (SA) | SA1        | 0.673                      | 0.859 | 0.607 | 0.823      |
|                            | SA2        | 0.739                      |       |       |            |
|                            | SA3        | 0.861                      |       |       |            |
|                            | SA4        | 0.816                      |       |       |            |
| Source Credibility (SC)    | SC1        | 0.752                      | 0.824 | 0.539 | 0.801      |
|                            | SC2        | 0.804                      |       |       |            |
|                            | SC3        | 0.813                      |       |       |            |
|                            | SC4        | 0.584                      |       |       |            |
| Product Match-Up (PM)      | PM1        | 0.700                      | 0.828 | 0.618 | 0.787      |
|                            | PM2        | 0.688                      |       |       |            |
|                            | PM3        | 0.710                      |       |       |            |
|                            | PM4        | 0.765                      |       |       |            |
| Meaning Transfer (MT)      | MT1        | 0.678                      | 0.820 | 0.532 | 0.831      |
|                            | MT2        | 0.676                      |       |       |            |
|                            | MT3        | 0.498                      |       |       |            |
|                            | MT4        | 0.748                      |       |       |            |
| Brand Equity (BE)          | BE1        | 0.896                      | 0.914 | 0.728 | 0.889      |
|                            | BE2        | 0.827                      |       |       |            |
|                            | BE3        | 0.810                      |       |       |            |
|                            | BE4        | 0.876                      |       |       |            |
| Purchase Intention (PI)    | PI1        | 0.862                      | 0.945 | 0.775 | 0.920      |
|                            | PI2        | 0.885                      |       |       |            |
|                            | PI3        | 0.854                      |       |       |            |
|                            | PI4        | 0.802                      |       |       |            |
|                            | PI5        | 0.769                      |       |       |            |

**Table 2. Model Fit Criteria and Test Results for Measurement Model**

| Fit Index  | Recommended value | Measurement model | Source       |
|--|-------------------|-------------------|--------------|
| $\chi^2/d.f$                                     | $\leq 2$          | 1.463             | [47, 48]     |
| Relative Fit Index (RFI)                         | $\geq 0.85$       | 0.881             | [47, 52]     |
| Comparative Fit Index (CFI)                      | $\geq 0.95$       | 0.968             | [47, 53, 54] |
| Incremental Fit Index (IFI)                      | $\geq 0.95$       | 0.969             | [47]         |
| Normed Fit Index (NFI)                           | $\geq 0.85$       | 0.907             | [53]         |
| Root-Mean-Squared Error of Approximation (RMSEA) | $\leq 0.05$       | 0.048             | [47, 55]     |

#### 4.3. Data Screening: Normality and Multicollinearity

To ensure that the dataset satisfied the assumptions for structural equation modeling (SEM), normality and multicollinearity diagnostics were conducted using SPSS. Each observed variable was assessed for skewness and kurtosis to evaluate univariate normality. Following the guidelines of Kline (2023) and Hair et al. (2010), skewness and kurtosis values within  $\pm 2$  are considered acceptable for large-sample SEM [47, 48]. The results indicated that the data were approximately normally distributed, with skewness values ranging from 0.88 to 1.23 and kurtosis values from -0.97 to 1.64, confirming suitability for maximum-likelihood estimation and the absence of significant deviations from normality. Multicollinearity was examined using the Variance Inflation Factor (VIF) and tolerance statistics. All VIF values were below 5.0, and tolerance values exceeded 0.20, demonstrating that no multicollinearity problems were present among the observed variables [47, 48]. Specifically, the four exogenous constructs—Source Attractiveness (SA),

Source Credibility (SC), Product Match-Up (PM), and Meaning Transfer (MT)—exhibited VIF values ranging from 1.42 to 2.58, confirming that the predictors were statistically independent. To verify that these constructs were conceptually distinct, Pearson correlation coefficients and inter-construct diagnostics were also examined. All correlations were below 0.80, further reinforcing discriminant validity and the absence of redundancy among predictors. This analytical approach aligns with the study's objective to isolate the direct causal influences of influencer attributes on brand equity before incorporating potential moderating or conditional relationships in future research.

#### 4.4. Structural Model Testing

The structural model demonstrated an excellent fit to the empirical data. The chi-square value was  $\chi^2 = 366.093$  with  $df = 219$ , yielding  $\chi^2/df = 1.672$ , which is well below the recommended threshold of 3.0, indicating a parsimonious and well-fitting model [47, 48]. The incremental and comparative fit indices also confirmed model adequacy, with RFI = 0.864, NFI = 0.901, IFI = 0.985, and CFI = 0.957—all exceeding the acceptable cutoffs of 0.85 and 0.90, respectively [47, 52-54]. The RMSEA value of 0.058 and SRMR (not shown) below 0.08 further supported a satisfactory approximation fit [47, 55]. Collectively, these indices demonstrate that the structural model achieves robust empirical adequacy, theoretical consistency, and predictive reliability, confirming its suitability for subsequent hypothesis testing and causal path interpretation (Table 3).

**Table 3. Model Fit Criteria and Test Results for Structural Model Testing**

| Fit Index  | Recommended value | Measurement model | Source       |
|--|-------------------|-------------------|--------------|
| $\chi^2/df$                                      | $\leq 3$          | 1.672             | [47, 48]     |
| Relative Fit Index (RFI)                         | $\geq 0.85$       | 0.864             | [47, 52]     |
| Comparative Fit Index (CFI)                      | $\geq 0.95$       | 0.957             | [47, 53, 54] |
| Incremental Fit Index (IFI)                      | $\geq 0.90$       | 0.985             | [47]         |
| Normed Fit Index (NFI)                           | $\geq 0.90$       | 0.901             | [53]         |
| Root-Mean-Squared Error of Approximation (RMSEA) | $\leq 0.05$       | 0.058             | [47, 55]     |

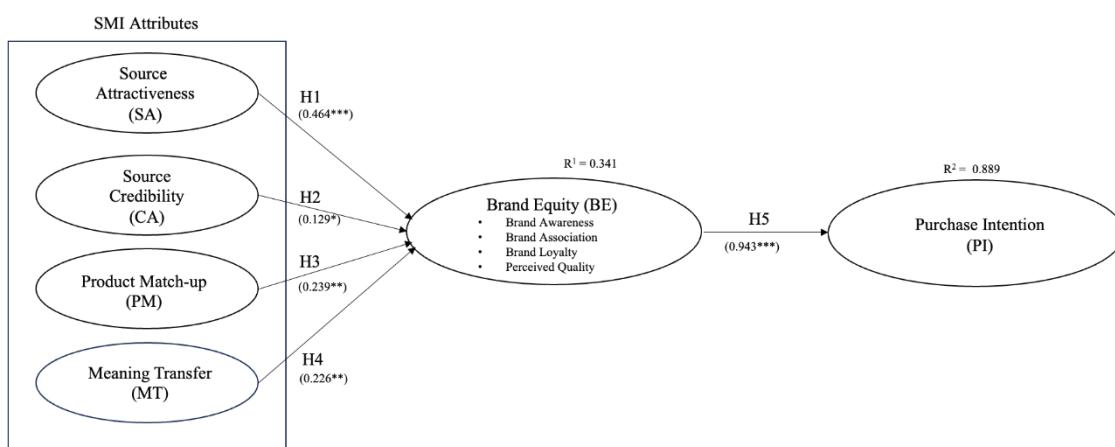
#### 4.5. Hypothesis Testing

Figure 3 presents the results of the structural model test. Furthermore, the analytical data supports all hypothesis as shown in Table 4.

**Table 4. Hypothesis testing results**

| Hypotheses | Relationships | $\beta$ | S.E   | t-value | p-value | Results   |
|------------|---------------|---------|-------|---------|---------|-----------|
| H1         | SA → BE (+)   | 0.464   | 0.048 | 5.747   | ***     | Supported |
| H2         | SC → BE (+)   | 0.129   | 0.116 | 1.895   | *       | Supported |
| H3         | PM → BE (+)   | 0.239   | 0.078 | 3.140   | **      | Supported |
| H4         | MT → BE (+)   | 0.226   | 0.072 | 3.078   | **      | Supported |
| H5         | BE → PI (+)   | 0.943   | 0.126 | 10.251  | ***     | Supported |

Note: n=200, \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$



Note: n=200, \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

**Figure 3. Structural model test results with standardized coefficients**

Structural Equation Modeling (SEM) was conducted to evaluate the hypothesized causal relationships among the four Social Media Influencer (SMI) attributes—source attractiveness, source credibility, product match-up, and meaning transfer—and their effects on brand equity and purchase intention. All latent constructs met the required reliability and validity thresholds, ensuring the robustness of the structural estimation. The results indicate that three influencer attributes—source attractiveness, product match-up, and meaning transfer—exerted significant positive effects on brand equity, supporting H1, H3, and H4 ( $p < 0.05$ ). Source credibility also showed a positive but marginally significant effect (Estimate = 0.129,  $p = 0.058$ ), thereby partially supporting H2, consistent with prior findings that credibility tends to influence brand-related outcomes indirectly through trust and relational perceptions. Furthermore, brand equity demonstrated a strong positive effect on purchase intention (Estimate = 0.943,  $p < 0.001$ ), supporting H5.

The model exhibited an acceptable fit to the data ( $\chi^2/df = 1.89$ , CFI = 0.94, TLI = 0.93, RMSEA = 0.058), confirming the structural adequacy of the proposed framework. The coefficient of determination ( $R^2$ ) for brand equity was 0.341, indicating that 34.1% of its variance was explained by the influencer attributes, while the  $R^2$  for purchase intention was 0.889, reflecting a high explanatory power for consumer behavioral intention.

In summary, all five hypotheses (H1–H5) are empirically supported. Source attractiveness emerged as the most influential determinant of brand equity, followed by meaning transfer and product match-up, whereas source credibility exhibited a weaker yet positive contribution. Collectively, these findings validate a comprehensive influencer–brand equity model grounded in the Source Attractiveness Model, Source Credibility Theory, Product Match-Up Hypothesis, and Meaning Transfer Model. The empirical evidence enhances theoretical understanding of how multiple influencer attributes jointly strengthen brand equity and stimulate purchase intention in digital consumer environments.

## 5. Conclusion

This study investigates how four key attributes of social media influencers—source attractiveness, source credibility, product match-up, and meaning transfer—jointly affect brand equity and purchase intention. The findings reveal that source attractiveness, product match-up, and meaning transfer significantly enhance brand equity, while source credibility shows a marginal positive effect. Brand equity strongly predicts purchase intention, confirming its mediating role between influencer attributes and consumer behavior. The results extend classical endorsement theories by integrating them into a unified framework grounded in customer-based brand equity and capability-based perspectives. The study emphasizes that influencers act as dynamic communicative capabilities that co-create symbolic value and sustain brand meaning in digital ecosystems. From a managerial perspective, the results highlight the importance of selecting influencers whose authenticity, aesthetic coherence, and value congruence align with brand identity and audience expectations. Authentic engagement and long-term partnerships are more effective than follower count alone. Although limited by its cross-sectional Thai sample, the study provides a strong foundation for future research using longitudinal and cross-cultural designs to explore platform-specific effects and behavioral data in global influencer marketing contexts.

### 5.1. Theoretical Implications

This study offers several notable theoretical contributions to the growing body of research on social media influencer (SMI) marketing and consumer-based brand equity. It extends the foundational principles of classical endorsement theories—specifically the Source Attractiveness Model, the Source Credibility Model, the Product Match-Up Hypothesis, and the Meaning Transfer Theory—by integrating their core propositions within a contemporary digital context. This research advances prior conceptualizations by integrating these constructs into a unified structural framework. This integration transcends the traditional, fragmented lens of endorsement studies, demonstrating how influencer attributes serve as interdependent capabilities that collectively generate symbolic value and shape consumer-based brand equity and purchase intention in digital contexts.

First, this research consolidates multiple endorsement theories into a single, integrative model, repositioning influencer attributes as dynamic communicative capabilities that co-create brand meaning within digital ecosystems. The resulting framework enriches the theoretical landscape of influencer marketing by demonstrating how digital interactions, authenticity, and relational engagement jointly construct brand equity. This contribution advances both endorsement theory and capability-based perspectives in contemporary marketing scholarship.

Second, this study extends the conceptualization of social media as a multidimensional, participatory environment that facilitates ongoing co-creation of symbolic value between influencers, brands, and consumers. Rather than functioning merely as a dissemination channel, social media operates as a relational capability system that enables continuous meaning exchange, authenticity alignment, and identity co-construction. By positioning influencer attributes as relational and symbolic capabilities embedded in this environment, the study enhances the explanatory power of classical endorsement theories to capture how digital audiences internalize brand meanings through sustained interaction, perceived authenticity, and shared narratives. Theoretically, this study contributes to the evolving conceptualization of Customer-Based Brand Equity by empirically validating influencer attributes as exogenous antecedents that strengthen its four key dimensions—brand awareness, brand associations, perceived quality, and brand loyalty. Integrating

psychological persuasion with capability-based and consumer-based brand perspectives, this research presents a coherent framework that explains how influencer characteristics function as higher-order capabilities, dynamically driving both cognitive and affective brand responses. This synthesis bridges individual-level endorsement mechanisms with system-level brand-building capabilities, thereby extending CBBE theory into digital and interactive contexts.

Third, the findings confirm that source attractiveness, product match-up, and meaning transfer exert significant positive effects on brand equity, whereas source credibility shows a marginal yet directionally consistent influence. This outcome refines the theoretical boundaries of the meaning transfer and match-up models by revealing that, in social media ecosystems, relational, symbolic, and affective mechanisms outweigh purely cognitive evaluations of credibility. Conceptually, these findings align with organizational capability theory [56], which posits that the synergistic deployment of multiple internal capabilities—rather than isolated traits—drives sustainable innovation. Analogously, influencers act as strategic communicative entities whose dynamic capabilities (attractiveness, credibility, congruence, and symbolic meaning) collectively sustain brand meaning creation and audience engagement across digital platforms.

## 5.2. Practical Implications

The findings provide actionable insights for global brand managers, marketing strategists, and digital agencies seeking to optimize influencer collaborations across diverse markets. First, the strong influence of source attractiveness on brand equity highlights the importance of selecting influencers whose appearance, personality, and communication style authentically reflect the brand's image and resonate emotionally with audiences. In the visual culture of today's social media—across platforms such as Instagram, TikTok, and YouTube—storytelling aesthetics and perceived authenticity are more persuasive than celebrity status alone. Managers should prioritize influencers who demonstrate creative consistency, lifestyle alignment, and audience relatability over sheer follower size.

Second, the moderate role of source credibility suggests that while expertise and trustworthiness remain important, audiences globally are shifting toward valuing authentic engagement rather than institutional authority. Effective campaigns should empower influencers to share genuine experiences and maintain transparent communication, fostering relational trust and perceived sincerity.

Third, the significance of Product Match-Up reinforces that alignment between influencer identity and brand positioning must go beyond surface-level fit to include shared values, tone, and cultural meaning. This congruence ensures message consistency and strengthens consumer connection across varied cultural and demographic contexts.

Fourth, the positive effect of meaning transfer underscores that influencers serve as cultural mediators, embedding brand narratives within everyday social discourse. Long-term partnerships—rather than short-term endorsements—enable influencers to co-create symbolic value and authentically shape brand meaning across markets.

Finally, because brand equity strongly predicts purchase intention, organizations should integrate influencer strategies into long-term brand-building frameworks. Overall, this research highlights that in a digitally interconnected world, authenticity, symbolic coherence, and cross-cultural adaptability are crucial for maximizing influencer-driven brand equity and maintaining consumer trust in global markets.

## 5.3. Limitations and Future Research

Despite its theoretical and empirical contributions, this study is not without limitations that provide avenues for future inquiry. First, the research employed a cross-sectional design, which captures relationships among variables at a single point in time. Although this approach is appropriate for testing causal paths in structural equation modeling (SEM), it limits the ability to infer dynamic changes in brand equity and purchase intention over time. Future studies could employ longitudinal or experimental designs to investigate how influencer attributes impact consumer attitudes and brand loyalty across multiple engagement stages or campaign cycles.

Second, while the model incorporated four theoretically grounded influencer attributes—Source Attractiveness, Source Credibility, Product Match-Up, and Meaning Transfer—these were analyzed primarily as independent predictors. The current analysis did not identify significant interaction effects among these attributes; however, it is plausible that their synergistic or moderating relationships could amplify brand outcomes. Future research could therefore explore latent moderation or multi-group SEM analyses (e.g., SA  $\times$  SC or PM  $\times$  MT) to evaluate whether combinations of psychological and symbolic attributes strengthen persuasive impact. Such tests would deepen understanding of how influencers' composite traits jointly shape consumer perceptions.

Third, the sample context was limited to 200 Thai social media users, predominantly active on mainstream platforms such as Facebook, Instagram, TikTok, and YouTube. Although this reflects the demographic and digital behavior of Thai consumers, future studies should broaden the scope to include diverse cultural and market contexts—such as Western, Middle Eastern, or East Asian environments—to assess cross-cultural validity. Comparative analyses across influencer types (e.g., micro-influencers, macro-influencers, or virtual influencers) could reveal contextual contingencies affecting perceived authenticity, credibility, and engagement intensity. Additionally, platform-based differences—such as visual emphasis on Instagram, short-form entertainment on TikTok, or conversational dynamics on X (Twitter)—could moderate the effectiveness of influencer attributes on brand outcomes.

Finally, the current study relied on self-reported survey data, which may be subject to common method variance and social desirability bias. Although procedural remedies and statistical checks minimized these risks, future research should integrate behavioral or experimental data, such as engagement metrics or sentiment analysis, to enhance validity. Expanding the methodological scope to include mixed methods or multi-source data would enrich theoretical insights and provide a more nuanced understanding of influencer effectiveness. Overall, these directions underscore the importance of ongoing research into how evolving social media platforms, cultural meanings, and influencer typologies interact to influence consumer-based brand equity in digital ecosystems.

## 6. Declarations

### 6.1. Author Contributions

Conceptualization, K.N., W.P., and D.H.; methodology, K.N.; software, K.N.; validation, W.P. and D.H.; formal analysis, K.N.; investigation, K.N.; resources, K.N.; data curation, K.N.; writing—original draft preparation, K.N.; writing—review and editing, K.N., W.P., and D.H.; visualization, K.N., W.P., and D.H.; supervision, W.P. and D.H.; project administration, K.N. All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available in the article.

### 6.3. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

### 6.4. Institutional Review Board Statement

Not applicable.

### 6.5. Informed Consent Statement

Not applicable.

### 6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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## Appendix I: Questionnaire Items

| Variables                     | Indicators | Variables  | Reference |
|-------------------------------|------------|--|-----------|
| Source Attractiveness<br>(SA) | SA1        | I think the influencer is attractive   | [6]       |
|                               | SA2        | I think the influencer is classy   |           |
|                               | SA3        | I think the influencer is elegant  |           |
|                               | SA4        | I think the influencer is beautiful  |           |
| Source Credibility<br>(SC)    | SC1        | I find influencers who demonstrate expertise in the products they promote to be credible.                      | [6]       |
|                               | SC2        | I find influencers who genuinely use the product before promoting it to be credible.                           |           |
|                               | SC3        | I find that influencers who are sincere and honest enhance their credibility.                                  |           |
|                               | SC4        | I find that influencers with a scandal-free background are more credible.                                      |           |
| Product Match-Up<br>(PM)      | PM1        | I believe influencers should have a lifestyle that aligns with the products they review.                       | [6]       |
|                               | PM2        | I think influencers should have a lifestyle that matches the products they promote.                            |           |
|                               | PM3        | I believe influencers should research the product before reviewing it.   |           |
|                               | PM4        | I believe the consistency between an influencer and the product helps build trust.                             |           |
| Meaning Transfer<br>(MT)      | MT1        | I believe an influencer's lifestyle can be transferred to the product they promote.                            | [8, 29]   |
|                               | MT2        | I believe an influencer's lifestyle can be connected to the social and cultural context of the brand.          |           |
|                               | MT3        | I believe an influencer's lifestyle can align with the brand's social and cultural context.                    |           |
|                               | MT4        | I trust products endorsed by influencers who share my values and beliefs.                                      |           |
| <b>Brand Equity (BE)</b>      |            |  |           |
| Brand Loyalty                 | BE1        | I feel loyal to brands promoted by my favourite influencer.  |           |
|                               |            | If a trusted influencer recommends a brand, I'm more likely to continue using it.                              |           |
|                               |            | I'm less likely to switch to another brand if my favourite influencer continues to promote the same one.       |           |
| Brand Awareness               | BE2        | I recognize brands that are promoted by influencers.   | [9, 45]   |
|                               |            | I can easily recall brands advertised by influencers.  |           |
|                               |            | I can immediately recall brands that are frequently promoted by influencers.                                   |           |
| Perceived Quality             | BE3        | Brands promoted by influencers are often of good quality.  |           |
|                               |            | Brands advertised by influencers often have consistent quality.  |           |
|                               |            | Brands recommended by influencers often have outstanding product or service features.                          |           |
| Brand Association             | BE4        | Brands promoted by influencers are often reliable.   |           |
|                               |            | Brands promoted by influencers are often worth the money.  |           |
|                               |            | I feel connected to brands promoted by my favorite influencer.   |           |
|                               |            | I trust brands that are frequently recommended by influencers.   |           |
|                               |            | I feel proud to use the same brand as my favorite influencer.  |           |
| Purchase Intention<br>(PI)    | PI1        | I am attracted to brands endorsed by influencers.  | [46]      |
|                               | PI2        | I find brands endorsed by influencers appealing.   |           |
|                               | PI3        | If my favorite influencer promotes a brand, I'm more likely to purchase it.                                    |           |
|                               | PI4        | I purchase products or services from a brand because I like the personality of the influencer who endorses it. |           |
|                               | PI5        | I feel happy when I purchase products or services from a brand endorsed by my favorite influencer.             |           |