



User Perception of Social Interaction and Attractiveness on Social Media Influencer Marketing

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Abstract

The landscape of marketing has undergone a profound transformation with the surge of social media influencer marketing in recent years. This new approach leverages the sway and reach of individuals on social media platforms to endorse products or services to their followers. The rising popularity of social media influencer marketing urges a deeper understanding of the factors that influence social media influencer marketing. This study intends to examine user perceptions of social media influencer marketing, specifically from the angle of social interaction and social attractiveness. By using social media users as respondents, this study managed to get 102 respondents through snowball sampling. The majority of respondents are from Singapore aged 18-24 years old. The findings showed a positive relationship between social interaction and social media influencer marketing. Social attractiveness is also found to be positively related to social media influencer marketing. This study contributes to theories on social influence in the digital era by revealing how social media users engage with and are drawn to social media influencers. The study also benefits professionals by deepening their understanding of how to leverage social interaction to connect with customers and it helps businesses to customize partnerships with social media influencers, aligning them with particular user preferences and behaviors in shaping consumer behaviors for more effective engagement within the digital landscape.

Keywords: digital, marketing, social attractiveness, social interaction, social media influencer marketing

Resumo

Marketing sofreu uma profunda transformação com o surgimento do marketing de influenciadores nas redes sociais nos últimos anos. Esta nova abordagem tira partido da influência e do impacto dos indivíduos nas plataformas das redes sociais para promover produtos ou serviços junto dos seus seguidores. A crescente popularidade do marketing de influenciadores nas redes sociais exige uma compreensão mais profunda dos factores que afectam o marketing de influenciadores nas redes sociais. Este estudo pretende examinar as percepções dos utilizadores sobre o marketing dos influenciadores das redes sociais, especificamente do ponto de vista da interação social e da atratividade social. Utilizando os utilizadores das redes sociais como inquiridos, este estudo conseguiu obter 102 inquiridos . A maioria dos inquiridos é de Singapura, com idades compreendidas entre os 18 e os 24 anos. Os resultados revelaram uma relação positiva entre a interação social e o marketing de influenciadores das redes sociais. A atratividade social também está positivamente relacionada com o marketing dos influenciadores das redes sociais. Este estudo contribui para as teorias sobre a influência social na era digital, revelando como os utilizadores das redes sociais se envolvem e são atraídos pelos influenciadores das redes sociais. O estudo também beneficia os profissionais, aprofundando a sua compreensão de como aproveitar a interação social para se ligarem aos clientes e ajuda as empresas a personalizarem as parcerias com os influenciadores das redes sociais, alinhando-as com as preferências e comportamentos específicos dos utilizadores, moldando os comportamentos dos consumidores para um envolvimento mais eficaz na era digital.

Palavras-chave: digital, marketing, atratividade social, interação social, marketing de influenciadores dos meios de comunicação social

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Chapter 1

Introduction

1.1 Background of Study

Over the past decade, the business environment has expanded dramatically and become more competitive due to the evolution and advancement of technology. Online shopping has been steadily growing in many countries as e-commerce platforms have experienced significant growth in recent years, and more consumers turning to online shopping for convenience and variety. With over five billion internet users worldwide, the worldwide sales of retail e-commerce were estimated to exceed 5.7 trillion U.S. dollars in 2022 (Gelder, 2023). In Portugal, fashion, beauty products, electronics products, and home goods are among the popular categories for online shopping (Statista, 2023).

The growth of online shopping can be attributed to the influence of social media usage. Social media platforms like Instagram, Facebook, and TikTok have become powerful catalysts for e-commerce to market their products. The rise of social media platforms has transformed the landscape of digital marketing. Social media platforms offer a conducive environment for influencers to create and distribute content that resonates with their followers. Social media influencers, individuals who have amassed substantial followings and wield considerable influence within specific niches, have emerged as pivotal figures in shaping consumer behaviors and preferences.

Influencer marketing, leveraging these influential personalities to promote products or services, has become a prominent strategy for brands seeking to connect with their target audiences in more authentic and engaging ways. The authenticity and perceived genuineness of influencer-driven recommendations have contributed to their effectiveness in influencing consumer decisions, leading to increased brand engagement and conversions. Social media users frequently receive push notifications of product recommendations and promotions through the social feeds feature on social media platforms (Ghazaleh & Zabadi, 2019). The integration of shopping features on these social media platforms makes it easier for the buying process, thus further enticing the intention of purchasing online. Since e-commerce has become a new trend to fulfill customer's demands and needs, it is important to have good marketing strategies to survive in this e-commerce era.

Although traditional marketing strategies that rely solely on mass media like TV and print advertising are still relevant in today's business environment, a new approach to marketing

strategy is gaining great attention from businesses. Businesses began to use social media platforms to create and share advertisement content that is more personalized, engaging, and interactive because social media platforms enable direct and immediate communication with social media users (Ghazaleh & Zabadi, 2019). This allows businesses to build brand awareness, get feedback immediately, and build relationships with social media users or potential customers. The big data will help businesses tailor their marketing efforts to specific targeted groups of consumers (Fast, Schnurr, & Wohlfarth, 2023).

Social media marketing (SMM) is the use of social media to attract potential consumers online through the promotion of commercial procedures or events. Social media marketing shifts the focus from one-way communication which is usually presented by traditional marketing strategies to interactive engagement with customers online. Additionally, social media has democratized marketing which provides opportunities for smaller businesses and individuals to reach a global audience, consequently, individuals who have substantial and engaged followings have a chance to work with the brands or businesses to promote the products online. The emergence of social media influencer marketing is a new trend in today's young population where the influencers leverage their credibility to reach their established followers and tap into their influence (Saleh et al., 2024).

In 2023, influencer marketing witness substantial growth, with projected advertisement spending reaching US\$42.67 million. This reflects the increasing recognition of influencer marketing as a potent tool for new marketing strategies where it simultaneously promotes the brand and engages the followers. Moreover, the market is anticipated to exhibit an impressive annual growth rate (CAGR) of 9.73% from 2023 to 2027, resulting in an estimated market volume of US\$61.86 million by 2027 (Statista Market Insights, 2023). The upward trajectory in advertisement spending signifies an optimistic outlook for e-commerce's expansion and its integral role in modern marketing strategies.

In a global context, China stands out as a significant player in influencer marketing, with a projected ad spending of US\$16,760.00 million in 2023 (Statista Market Insights, 2023). This substantial investment demonstrates the prominence of influencer marketing in the Chinese advertising landscape and highlights the country's position as a leader in leveraging influencer partnerships for brand visibility, especially for its popular social media platforms, i.e, Douyin (TikTok). In Portugal, the average advertisement spending per internet user on influencer advertising market via desktop and mobile is expected to amount to US\$1.65 and US\$3.78, respectively in 2023, and is projected to grow up to US\$2.29 and US\$5.47 in 2027 (Statista Market Insights, 2023), as presented in Figure 1 below.

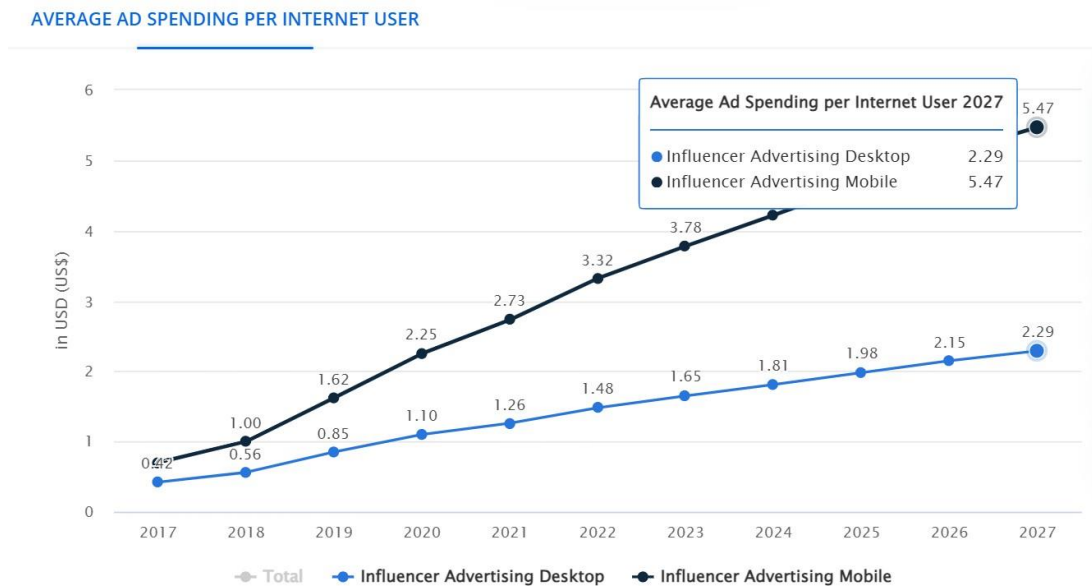


Figure 1: Influencer Advertising – Portugal (Statista Market Insights, 2023)

This figure reflects the increasing value that businesses place on individual influencer collaborations to create connections with online audiences, thus businesses need to focus on this marketing approach in the digital age to promote attraction and social interaction on social media, which leads to an expanding brand's popularity among consumers.

1.2 Problem Statement

In recent years, social media has grown into a widely used marketing tool. With the vast increase in community websites, many organizations have begun to seek out the most effective methods to utilize these sites in fostering strong relationships and communication with social media users to facilitate the formation of online brand communities and sustain the customers to purchase their products (Ibrahim & Aljarah, 2018).

Marketing on social media is currently undergoing a transition into an appealing new platform that will enhance user communication. The young generation today has extraordinary access to knowledge and the ability to maintain social ties and support networks that were previously impossible. The social contacts and online groups that young people participate in can be of great benefit to the strengthening and development of their self-confidence and social abilities. It is necessary to take advantage of a variety of social media channels in order to facilitate social engagement between social media users and business brands. This link is vital

for organizations to promote attraction and get social interaction on social media, both of which lead to an expanding brand's popularity among consumers.

In the modern world of communication, social media has become an integral part of the lives of everyone. Social media application is expanding at a rate that has never been seen before, and this is especially true in the post-pandemic era, which has been unprecedented, with approximately 4.8 billion individuals worldwide engaging on various platforms (Kemp, 2023). This surge in social media users is accompanied by an increase in time spent on these platforms, averaging around two hours daily. Users actively share photos, messages, updates, and tweets, and engage with a diverse range of socially relevant content (Statista, 2023).

Social media enables all social activities from the actual world to transform online into the virtual world, thus it is a crucial instrument for businesses to succeed in the online marketplace (Ebrahim, 2020). Online retailers can make better decisions of marketing strategies, by better understanding an accurate measurement of a customer's online purchase intention. It will help the online retailers reach the target audience and have more customer interaction, a high brand image, and a higher profit.

Thus, it is important for the need to understand the purchase intention in the online retailing process so that the business will create a high-value product for their customers.

There are a lot of factors that can lead someone to buy or purchase products on social media which are carried out from past studies, such as attractiveness, prestige, expertise, and attitude of the social media marketer. Those factors could involve trustworthiness, methods adopted by social media influencers when sharing the product with customers, and the perceived credibility of social media marketers on social media.

Based on Mangold and Faulds (2009), social media allows social media influencers to interact with their followers while simultaneously allowing their followers to communicate with one another. The interaction between social media influencers and their followers assists in encouraging brand loyalty (Jackson, 2011) thus, enabling product and service marketing as well as the establishment of brand followers (Kaplan, 2010). However, elements and qualities connected to the credibility dimensions of influencers such as social interaction and attractiveness have yet to be adequately explored. The goal of this research is to add to the current existing body of knowledge in the areas that have been studied. As a result, this research tries to discover how social interaction and social attractiveness could accelerate social media influencer marketing which would bring positive value to online business retailers.

1.3 Research question

Given the described situation, the study is undertaken to understand the following research questions:

1. What is the social media user perception of social media influencer marketing?
2. Is there any relationship between social interaction, social attractiveness and social media influencer marketing?

1.4 Research objectives

The general objective of this study is to identify the effectiveness of social interaction and social attractiveness on social media influencer marketing. The specific objectives are:

1. To investigate the perception of social media users on social media influencer marketing.
2. To examine the relationship between social interaction, social attractiveness and social media influencer marketing.

1.5 Definition of key terms

Social Media Influencer Marketing: Social media influencer marketing is a marketing strategy that formulates and implements activities by emphasizing the use of the influence of individuals who can influence actual and potential customers. (Brown & Hayes, 2008).

Social Interaction: The reciprocal or positive impact that results in the modification of behavior and that occurs through social contact and communication, and in turn developed through inter-stimulation and response (Gillin & Gillin, 1948)

Social Attractiveness - Social attractiveness is used to describe people who are seen as more accessible, affable, confident, and able to hold meaningful discussions, active listening, empathy, and comforting others (Horan, 2015).

Chapter 2

Literature Review

2.1 Social Media Influencer Marketing

The technique of leveraging social media as a platform for individuals to develop social networks and share information to promote a business's reputation, raise sales, and improve website traffic is known as social media marketing, also known as digital marketing and e-marketing. According to Yuksel, Milne, and Miller (2016), for many consumers, social media includes anything from widely used websites like Facebook, Yelp, and Pinterest to more niche online communities has become an essential aspect of daily life. Due to the options for interaction, it offers, a prior study has demonstrated that social media is an empowering tool for consumers.

Yuksel, Milne, and Miller (2016) studied how social media synchronizes a variety of online technologies, including text, visual, audio, big data, and artificial intelligence, offering marketing researchers a rich framework for understanding how relationships between brands and consumers are formed. Social media brand communities are an unstated type of marketing. Social networking sites have become more important channels for branded content over the past ten years as a result of the commercialization of social media (Jin, Ryu, & Muqaddam, 2021). In addition to leveraging their corporate social networking profiles to introduce new items and provide promotional offers, many businesses heavily rely on social media influencers to spread links to shopping websites and promote products (Jin, Ryu, & Muqaddam, 2021).

Social networking sites (SNSs) like Instagram, Facebook, Twitter, and others are at the center of social media marketing, which focuses on their capacity to persuade people by fostering a sense of attachment and connection between the general public and the businesses and goods being sold (Jin, Ryu, & Muqaddam, 2021). In the last five years, online microblogging services like Facebook and Twitter have grown in popularity. The main objective of microblogging platforms serve as tools or applications designed with the primary goal of generating compelling content that fosters user connection, communication, knowledge sharing, experiences, and engagement among individuals (Cleveland, 2016). On microblogging platforms, brand or corporate pages also referred to as brand communities or fan pages are frequently created by businesses to interact with their clients and strengthen their bonds with them (Foroudi, Cuomo, & Foroudi, 2019).

Social media is increasingly being used in marketing as a tool for developing and managing customer relationships, and it has been discovered that social media marketing affects customers purchasing decisions (Hanaysha, 2022; Nihayatul et. al., 2022; Rashmi, 2023). The key opinion individual also affects customer purchases online as social media influencer marketing is a popular advertising strategy in the digital age. The key opinion individuals or so-called influencers are individuals who have a significant following on social media platforms, and they often promote products or services to their followers (Hua & Yuan, 2022).

According to Kadekova and Holiencinova (2018), an individual earns the title of an influencer by amassing a substantial social media following and receiving compensation from businesses. This compensation typically involves free products, trips, or payment per promotional post, all aimed at enticing their followers to make purchases. Influencers attract followers by sharing pertinent information relevant to their audience, often specializing in specific niches. Their authenticity, relatability, and perceived expertise in their field captivate and engage their followers, making them valuable partners for companies seeking to tap into their target demographic through influencer marketing.

Contrary to corporations and organizations, social media influencers, as highlighted by Dhanesh and Duthler (2019), possess the ability to establish genuine connections with their followers. Integrated marketing communication experts leverage social media influencers akin to celebrity endorsements due to their capability to sway the attitudes, decisions, and behaviors of their audience. Additionally, there is the potential for their messages to go viral, extending the endorsement's reach beyond their immediate follower base (De Veirman, Cauberghe, & Hudders, 2017).

Saleh et. al., (2024) viewed social media influencers as an advantage in contemporary marketing strategies and emphasized the pivotal role of social media influencers play in driving online sales. Their study examined how social media influencers possess the power to shape and guide the purchasing decisions of their engaged followers through their endorsements and recommendations. The study found social media influencers' facial expressions foster emotional contagion of the potential buyers thus driving substantial online sales through their impactful influence and engagement.

Lou and Yuan (2019) conducted a survey involving social media users to understand how the message value and credibility of social media influencers influence consumer trust in branded content shared by influencers on social media. The study found that when consumers

perceive the content as valuable and informative, they are more likely to trust it. Further, the study found that consumers are more likely to trust branded content when they trust both the influencer and the brand being promoted. Hence, if the message is valuable and the source which is influencer and brand is credible, consumers are more likely to trust the content.

2.2 Social Interaction

There has been a conflict between extremely restrictive and highly inclusive definitions of social interaction. It is defined by Schlenker (1980) as social attention while Miller and Steinberg (1975) defined it as interpersonal communication. Thus, there are two points: one between mutual recognition and intentional involvement, and the other between impersonal, role-based connection and social exchanges with acquaintances. Goffman (1963) focused on social interaction, in which relationship partners share a common focus of attention and conversation. For Forgas (1996), establishing social interactions among people in public spaces is an essential part of the socialization process in the urban landscape. Hall (2016) viewed that social interaction requires mutual recognition of a common relationship, a dialogue of exchange, and the focused attention of both parties to this exchange.

In the modern digital edge, social interaction involves relationship development not only between individuals but also between people and urban environments (Askarizad & Safari, 2020). With the shift brought by the pandemic, urban environments are now seen as interfaces, the interaction over digital offers immersive experiences, facilitates idea exchange and resource sharing, ultimately fostering innovation and collaboration (Wang & Yu, 2023). Social media has become a vital element of how young people engage and interact digitally, primarily using it for entertainment and communication. Social media encompasses applications that enable users to interact through sharing media, comments, private and group chats, and calls within a network (Duradoni, Innocenti, & Guazzini, 2020) by using several platforms like Facebook, Twitter, Instagram, and TikTok are examples.

Customers and businesses on social media can build social interactions as a result of consumer characteristics and motives, according to studies by Sanz-Blas, Bigné, and Buzova (2017). For instance, researchers discovered that consumers' requirements for comprehension, orientation, and play positively influenced their social interactions with firms on social media. The importance of a customer's relationship with a service, brand, and other customers was

uncovered by Lee and Lee (2017). Social media today provides more than just a place for networking. Social media is a tool that businesses can use to engage with customers and promote their brands. The realm of social media is the internet without the matching.

2.3 Social Attractiveness

Social attractiveness is the sociometric evaluation of a person's attraction obtained from written or vocal statements made by other people. Additionally, social attractiveness is related to how frequently and for how long people connect (Julia, Powhatan & Yvonne, 1973). A person who can inspire his friends to engage in social interaction by making them want to listen and respond positively. The above criteria take into consideration the various aspects of beauty. Social attractiveness is defined as attraction that comes from a community's capacity to facilitate social interaction between its members (Shen et al.,2019). People can interpret their online social identities with the aid of social interaction, leading to the development of closer bonds. A society that is more socially appealing demonstrates a greater capacity to satisfy the requirements of its citizens on a social level.

A person likes to appreciate what is presented and liked by other people who are similar to them, this is a type of behavior called homophily, according to Brumbaugh (1993). Additionally, a person likes those who are probably to share their attributes. Regularly engaging communication is perceived as more convincing and reliable. The social attractiveness that must be a quality for someone who wishes to capture people's attention is also referenced in messages that are related to beautiful items or messages represented by attractive people. People will like how a message is presented when a person is deemed attractive in the minds of the social community. People not only like the message, but they also readily accept and put it into action. This can be applied to social media marketing, where it is important to draw in and influence a business's target audience by hiring influences who reflect the personality of the brand.

According to Brahim (2020), the attractiveness of social media influencers influences advertisement brand attitudes. Using influencer attractiveness as a reference can help companies interact with their target consumers (Brahim, 2020). The outcomes of the attractiveness study might be very useful for influencer marketing. First, appealing communicators get higher levels of agreement. Miller (1970) expands on these findings by

stating that beautiful people are perceived as: “individuals who behave with a sense of purpose and out of their own volition, whereas unattractive individuals are more likely to be seen as coerced and generally influenced by others or by environmental conditions.”

Positive words about a company or product shared by beautiful influencers may be more compelling as a result of this phenomenon. Furthermore, gorgeous people are more popular. This is especially useful for influencers, as a good attitude towards the communicator necessitates a more positive judgement of the message. Furthermore, people who are associated with attractive people are viewed more harshly by others. As a result, followers may cling to the appealing influencer's message, developing a bond with them. Finally, beautiful persons were seen as having a higher conformity to the ideal normative image (Lorenzo, Biesanz, & Human, 2010). As a result, beautiful influencers may be bestowed with the power of desire, which allows them to exercise influence over others. Thus, beautiful influencers may have the power of desire, which allows them to exercise influence over others. The attractiveness of the endorser is the match creator for attractiveness-related items. As a result, beautiful influencers linked with luxury fashion companies may have an advantage in that they increase the desirability of items by building connections with their attractiveness (Jin, Ryu & Muqaddam, 2021). The information's impact will be determined by its adaptive meaning. As a result, information may have adaptive consequences for directing customers' brand appraisal and selection. Attractive endorsers may be valuable sources of information about items connected to attractiveness.

The variation in social activity participation was explained by community involvement in 32.8% of the situations. Also, it promotes engagement and supports the vital role that it plays in society. The research also demonstrates that individuals interested in social commerce are more likely to experience a positive social attractiveness effect on their level of community involvement showing how important appeal is in promoting user involvement in social commerce communities (Shen et al.,2019).

Schweitzer, Lewandowski, and Duran (2017) found that some of the proposed parameters related to social attractiveness. The researchers found that friendliness and self-confidence correlated with the same parameters in research where friendly speakers can have a strong social attraction. It can be seen through the lack of negative emotions and more laughter turn-final for friendly speakers, as well as the positive and beneficial use of words that are conveyed. Stam, Glen, and Stam (2014) conducted research about sociometric attractiveness

on Facebook that showed that social attractiveness is significantly influenced by gender profile. Similarity and friendship are indirectly impacted by the account owner's gender. According to the study, various important sociometric indicators on Facebook profiles, such as the number of followers and friends, tend to raise the social attractiveness of the character and friendship aspects. Furthermore, social attractiveness is not considerably influenced by the number of images that have been tagged with a person's name.

2.4 Hypothesis Development

2.4.1 The Relationship between Social Interaction and Social Media Influencer Marketing

Wasike (2023) conducted a study on social media marketing with a focus on how social media influencers were affected by social media engagement, social self-efficacy, knowledge acquisition, and social interaction. The variables in this study consist of the dependent variable which is social media marketing by social media influencers while independent variables are exposure to social media influencer's content, social media engagement, perception of knowledge acquisition, social self-efficacy, and online and offline social interaction. About 834 respondents were collected for this study and 52% were female with an average age of 45.82 years. The Qualtrics survey was distributed and used to collect data from a random sample of US social media users (n=834). Samples were drawn from the Qualtrics panel, reflecting U.S. Census demographic data such as age, gender, race, ethnicity, and geographic area. The study showed several findings where social media influencer empowers their followers. Reinforcement resulting from perceived enhanced knowledge acquisition amplifies the effect of exposure to social media influencer content on online social interactions, the effect of social media engagement on online interactions, and the effect of social media engagement on social self-efficacy.

Andhini and Ramadhan (2023) are interested in understanding how the Millennials seek social connections primarily through social media as the emergence of social media influencers as pivotal figures in brand representation. The research delves into how Indonesian fashion brands could capitalize on the burgeoning influence of social media influencers through content creation to enhance lead generation. By using an exploratory descriptive research approach and non-probability sampling techniques, the study conducted online surveys with 80 consumers.

Findings revealed that social media influencers serve as vital intermediaries enabling local brands to access broader markets by bridging the gap between brands and consumers through social interaction with consumers, generating brand awareness, fostering brand image, and ultimately influencing purchase intentions and cultivating customer loyalty.

Another study by Ooi et al., (2023) focused on the interaction, highlighting the engagement between social media influencers and their audience across social media, blogs, or video comments. This interaction allows social media influencers to engage their followers through their influential capacity, and share their experiences and narratives about the brands, products, or services they endorse. The study used an online survey, targeting experienced mobile users who have prior purchase records on any product or service after being attracted by the content created by any social media influencers. A total of 396 valid responses have successfully collected by the study and most of the respondents are young adults aged 20 to 24 years old. The research discovered that the attitude toward the product or service completely mediated the direct impact of the attitude toward the social media influencer. Additionally, it was found that the attitude towards the social media influencer fully mediated the direct influence of interactivity. These findings imply that the interaction, encountered by mobile users predominantly influences their attitude towards the social media influencer rather than directly impacting their attitude towards the product or service. Ultimately, it is the attitude towards the product or service that solely dictates their purchasing behavior.

Given that social media enables social interaction and social interaction is a fundamental aspect in the effectuation perspective, Fischer and Reuber (2011) investigated how entrepreneurs can use social media to explore new markets and create opportunities by examining the correlation between social media interaction and engagement in the facets of effectuation. The study used a qualitative approach to interview 12 entrepreneurs who had adopted social media platforms, especially Twitter within the past two years. All interviews were taped and transcribed and were analyzed via an iterative process. The findings indicated that social interaction triggers effectual cognitions of entrepreneurs.

These studies collectively underscore the significance of social interaction in the context of social media marketing by social media influencers. Based on the past literature, the following hypothesis is developed:

H1: There is a positive relationship between social interaction and social media influencer marketing.

2.4.2 The Relationship between Social Attractiveness and Social Media Influencer Marketing

A meta-analysis has been conducted by Ao et al., (2023) to consolidate the empirical findings concerning social media influencers' traits and impact on customer engagement and purchase intention. Eight key characteristics of social media influencers have been identified by the study which are homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness. By synthesizing data from 176 effect sizes across 62 individual studies with an aggregate sample of 22,554 individuals, the study unveiled that these eight characteristics exhibit moderate to high correlations with customer engagement and purchase intention. Among all the characteristics examined, the entertainment value of social media influencers demonstrates the strongest association with customer engagement. Furthermore, this study highlights that influencer credibility and attractiveness significantly and positively influence engagement and lead to purchase intention. This study encourages businesses to tap on influencers to engage with customers since customers are highly active on social media platforms and follow digital influencers.

Macheka, Quaye, and Ligaraba (2023) examined the impact of online customer reviews, celebrity influencer attractiveness, and celebrity influencer credibility on the purchase intentions of young female millennials in the context of beauty products. Data were collected from a sample of young female consumers through an electronic self-administered survey questionnaire. A total of 203 valid responses were collected and subsequently analyzed using Structural Equation Modeling in Mplus and the Statistical Package for the Social Sciences (SPSS) version 28. The results revealed that celebrity influencer attractiveness did not significantly influence consumers' attitudes, and brand loyalty did not significantly correlate with the purchase intentions of young female consumers in the beauty product category.

Another study by Fitriani, Udayana, and Hutami (2023) was conducted in Indonesia to assess the impact the influencer attractiveness, influencer expertise, and influence of brand image on purchase intention. This research adopted a quantitative approach, involving a sample of 100 social media users in Yogyakarta. The study's findings reveal that influencer attractiveness has a statistically significant positive impact on brand image but not a significant impact on purchase intention. Influencer expertise, on the other hand, has an impact on both brand image and purchase intention.

Balabanis and Chatzopoulou (2019) failed to establish that the need for attractiveness affects 'perceived influence' or 'impact on brand purchase' in the context of beauty blogging. However, under situations of great engagement, marginal relationships may exist. Lee and Watkins (2016) discovered that vlogger attractiveness enhances parasocial interactions for premium fashion businesses. Behm-Morawitz (2017) proved that influencer attractiveness motivates viewers to create their videos in the context of beauty-related influencer videos on YouTube.

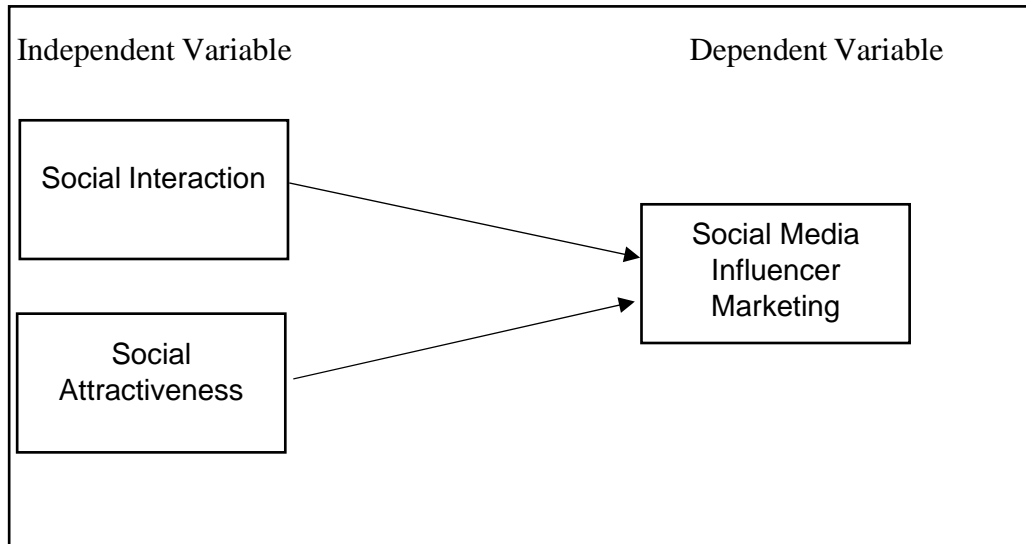
Masuda, Han, and Lee (2022) investigated the influencer attribute on purchase intentions in social media influencer marketing. Using persuasion theory, the study examined three personal attributes which are attitude homophily, physical attractiveness, and social attractiveness, and three characterizations i.e. trustworthiness, perceived expertise, and parasocial relationship as factors influencing purchase intention. Data were collected through a survey of individuals who had purchased products or services after viewing YouTube advertisements created by influencers. The study found that attitude homophily, physical attractiveness, and social attractiveness were significantly related to parasocial relationships and parasocial relationships had a notably positive impact on purchase intentions compared to other characterizations. The study indicated the need for refinement of social media influencer marketing strategies based on personal attributes, characterizations, and influencer types within the realm of social media influencer marketing.

While Kim and Park (2023) explored the correlation between influencer attractiveness and consumer purchase intention. An online survey involving 364 female Instagram users was conducted and the average age was between 20-29 years old. The data were analyzed by using confirmatory factor analysis and PROCESS macro models 4 and 59. The results indicated that the attractiveness of virtual influencers didn't directly link to purchase intention, however, it is mediated by mimetic desire and brand attachment. This study contributes significantly to the literature on influencer attractiveness in shaping favorable perceptions of advertisements, consequently impacting purchase intentions, thus it is a good marketing strategy. It also underscores crucial managerial insights, particularly emphasizing the pivotal role of a strong alignment between the product and endorser in determining advertising effectiveness.

As indicated by the previous literature, the majority of the study examines social attractiveness and purchase intentions, while only a little attention has been on investigating social attractiveness and social media influencer marketing. This study intends to propose:

H2: There is a positive relationship between social attractiveness and social media influencer marketing.

2.5 Theoretical Framework



Chapter 3

Methodology

3.1 Research Design

Research design is a blueprint for how the researcher collects, analyses, and measures data based on the research question. This research is undertaking a hypothesis testing which intends to identify the factors related to social media influencer marketing. Specifically, quantitative approaches have been used to understand the correlational relationship between variables through testing the hypotheses (Sekaran & Bougie, 2016). This study will utilize a survey as its research method. The purpose of conducting a survey is to gather information from individuals to understand, compare, or explain their knowledge, attitudes, and behaviors (Sekaran & Bougie, 2016). An online survey questionnaire will be used to collect the data from individuals and the collected data will be analyzed by using Statistical Package for Social Sciences (SPSS).

3.2 Population and Sample

According to Sekaran and Bougie (2016), a population is a group of people that have similar characteristics that prompt researchers to investigate in more detail. The population for this study is social media users. Given this research context, the researcher has focused on social media users who have prior experience in following any influencer or purchasing any product/service due to the influence of the social media influencers (Masuda et al., 2022; Ooi et al., 2023). Since it is impossible to get a complete list that contains every social media user, therefore the sampling frame is not available in this study. Hence, a non-probability sampling method can only be employed in this study., with a focus on convenience and snowball sampling. The unit analysis is at an individual level. As such, the data is collected from individual social media users who are readily accessible to do so through convenience sampling, as well as from the referred nominee by individual social media users through snowball sampling.

3.3 Questionnaire Development

The questionnaire was divided into 4 sections. The first section is related to the demographic information, such as gender, age, and country where the respondents are from. In the second and third sections, questions are related to social media usage, social interaction, social attractiveness, and social media influencer marketing. The last section is related to the perception toward social media influencers and an open-ended question, asking the respondent the important factor in deciding to purchase the product that is promoted by an influencer. The items in the first and second sections were measured by a nominal scale while items in the third section were measured by an interval scale but the last section was measured by a mix of nominal and ratio scales.

Table 3.1

Questionnaire Design

| Questionnaire | Items | Items | Scale |
|---------------|--|-------|----------------|
| Section A | Demographic | 3 | Nominal |
| Section B | Social media usage | 5 | Nominal |
| Section C | Social Interaction, Social Attractiveness, Social media influencer marketing | 7 | Interval |
| Section D | Perception toward Social Media Influencers | 4 | Nominal, Ratio |

Source: Survey

3.4 Data Collection Method

The collection of data in this research mainly depends on primary data which refers to first-hand information such as survey questionnaires. To get immediate responses from the respondents, the researcher distributed the questionnaire online using Google Forms. The total time used to collect data is two weeks starting from 25 November 2023 to 09 December 2023. . The questionnaire was distributed with a convenient plus snowball sampling technique by conveniently searching for an individual social media user to answer the questionnaire, and then the next step was to request a nomination of friends/family who are also social media users. The questionnaire was administrated personally and also via social media platforms such as

WhatsApp, Facebook, TikTok, and Telegram. Throughout the two weeks, the researcher managed to collect a total of 102 usable responses.

3.5 Techniques of Data Analysis

The data analysis will be through several data analysis techniques which include descriptive analysis and correlation analysis. The Statistical Package for Social Sciences (SPSS) version 28 will be used as a statistical method to interpret the data collected.

Descriptive analysis serves as a pivotal tool in research, facilitating the comprehensive summarization of data points. This analysis enables the researchers to systematically identify patterns and relationships. It provides a detailed understanding of the variables which allows for the numerical comparison. Through descriptive analysis, researchers can unveil relationships, trends, and distributions within the data, thereby fostering a clearer comprehension of the collected data.

Correlation analysis is a technique used to measure and assess the relationship between two or more variables. Its primary goal is to determine how changes in one variable correspond or associate with changes in another. This enables researchers to interpret the strength and significance of the variables. The measurement of strength of correlated relationship will be illustrated in Table 3.2.

Table 3.2

Strength of Correlation Coefficient Value

| Correlation Coefficient Value (r) | Relationship Strength |
|--|------------------------------|
| ±0.70 or ±1.00 | Very High |
| ±0.50 or ±0.69 | High |
| ±0.30 or ±0.49 | Moderate |
| ±0.10 or ±0.29 | Low |
| ±0.01 or ±0.09 | Very Low |
| 0.00 | No Relationship |

Source: Pallant (2013)

Chapter 4 Data Analysis

4.1 Demographic Information

The background profiles of the respondents are described in this section. The respondents' backgrounds include age group, gender, and country of origin. As shown in Table 4.1, there is almost an equivalent number of respondents according to gender. Male respondents accounted for 49% while the remaining 51% are female respondents.

Table 4.1

Gender of Respondents

| Gender | No. | % |
|---------------|------------|----------|
| Male | 50 | 49.0 |
| Female | 52 | 51.0 |
| Total | 102 | 100 |

Source: Survey Data

As indicated in Table 4.2 below, the majority of the respondents are in the age group between 25 to 34 years old, representing 37.36%. Subsequently, 20.6% are 35 to 44 years old. The respondents aged 55 years old and above were about 18.6%. In contrast, 18-24 years old and 45-55 years old are counted for 11.8%, respectively.

Table 4.2

Age Group of Respondents

| Age Group | No. | % |
|------------------|------------|----------|
| 18-24 years old | 12 | 11.8 |

| | | |
|------------------------|-----|-------|
| 25-34 years old | 38 | 37.3 |
| 35-44 years old | 21 | 20.6 |
| 45-54 years old | 12 | 11.8 |
| 55 years old and above | 19 | 18.6 |
| Total | 102 | 100.0 |

Source: Survey Data

Table 4.3 shows the variety of backgrounds of the respondents from the perspective of country of origin. Results showed that most of the respondents were from Portugal (24.5%) and Singapore (61.8%). The rest of the respondents are from from the following country such as Argentina, Canada, Denmark, England, France, Germany, Hong Kong, South Africa, Spain, Switzerland, and the USA.

Table 4.3

Country of Origin of Respondents

| Country of Origin | No. | % |
|-------------------|-----|-------|
| Portugal | 25 | 24.5 |
| Singapore | 63 | 61.8 |
| Other | 14 | 13.7 |
| Total | 102 | 100.0 |

Source: Survey Data

4.2 Frequencies Analysis

Data indicated as presented in Table 4.4 the respondents spend at least 1 to 2 hours per day on social media platforms (39.2%), and about 37.3% spent 3 to 4 hours on social media per day.

The next category of those who spent 5 to 6 hours (10.8%) on social media platforms. There are about 8.8% of respondents spent less than an hour on social media platforms, and those who spent more than 7 hours are relatively low.

Table 4.4
Hours Spent on Social Media Platforms

| Hour | No. | % |
|-------------------|-----|-------|
| Less than 1 hour | 9 | 8.8 |
| 1 – 2 hours | 40 | 39.2 |
| 3 – 4 hours | 38 | 37.3 |
| 5 – 6 hours | 11 | 10.8 |
| 7 – 8 hours | 3 | 2.9 |
| More than 8 hours | 1 | 1.0 |
| Total | 102 | 100.0 |

Source: Survey Data

When asked whether the respondents follow any social media influencer, about 62.7% admitted they did follow social media influencers mainly on fashion, lifestyle, and technology while only 37.3% do not follow any social media influencers as Table 4.5.

Table 4.5
Hours Spent on Social Media Platforms

| Follow social media influencers | No. | % |
|---------------------------------|-----|-------|
| Yes | 64 | 62.7 |
| No | 38 | 37.3 |
| Total | 102 | 100.0 |

Source: Survey Data

4.3 Regression Analysis

The regression analysis I used to estimate the relationship between the dependent variable which is social media influencer marketing and independent variable i.e. social interaction and social attractiveness.. Linear regression uses the ordinary least squares (OLS) method, which doesn't require the normality assumption Based on the regression analysis for social interaction and social media influencer marketing showing the result for the sample size of 102, F value of 8.388, the R square (R²) of the model is 0.077 obtained from the model summary table. It could be determined that the coefficient of determine of (0.077 = 7.7%) variability in the dependent

variable is accounted for by the other variables. R square value was recommended to be equal to or more than 0.10 for variance to be adequate for model explanation (Falk & Miller, 1992). Referring to the Beta analysis, all the variables have positive values. The regression model is considered significant as the ANOVA table's sig. value indicating 0.005. The coefficient shows social interaction, $p=0.005$ has a significant relationship with the dependent variable social media influencer marketing ($p<0.05$). Even if the data is not normally distributed, the linear regression analysis works well, and it doesn't require the normality assumption. The variables show positive beta values in beta analysis. The result projected has proven all and the hypothesis will be summarized in Table 4.6.

Table 4.6
Regression Analysis

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|------|
| 1 | Regression | 7.338 | 1 | 7.338 | 8.338 | .005 |
| | Residual | 87.486 | 100 | .875 | | |
| | Total | 94.824 | 101 | | | |

a. Dependent Variable: social media influencer marketing

b. Predictors: (Constant), social interaction

Source: Survey Data Analysis

Coefficients^a

| Model | | Unstandardized | | Standardized | t | Sig. |
|-------|--------------------|----------------|------------|--------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.969 | .309 | | 6.364 | <.001 |
| | Social interaction | .224 | .077 | .278 | 2.896 | .005 |

R: .278^a

R Square (R²): .077

Adjusted R Square (R²): .068

Std Error of the Estimate: .935

a. Dependent Variable: social media influencer marketing

Source: Survey Data Analysis

Next, the regression analysis for social attractiveness and social media influencer marketing shows an F value of 49.267, and the R square (R^2) of the model is 0.332 obtained from the model summary table. It could be determined that the coefficient of determine of ($0.332 = 33.2\%$) variability in the dependent variable is accounted for by the other variables. Referring to the Beta analysis, all the variables have positive values. The regression model is considered significant as the ANOVA table's sig. value indicating 0.001. The coefficient analysis shows social attractiveness $p=0.001$ has a significant relationship with the dependent variable social media influencer marketing ($p<0.001$). The variables show positive beta values in beta analysis. The result projected has proven all and the hypothesis will be summarized in Table 4.7.

Table 4.7
Regression Analysis

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1 | Regression | 31.044 | 1 | 31.044 | 49.267 | .001 |
| | Residual | 62.382 | 100 | .630 | | |
| | Total | 94.824 | 101 | | | |

c. Dependent Variable: social media influencer marketing

d. Predictors: (Constant), social interaction

Source: Survey Data Analysis

Coefficients^a

| Model | | Unstandardized | | Standardized Coefficients | t | Sig. |
|-------|------------|----------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.487 | .203 | | 7.361 | <.001 |

| | | | | | |
|--|------|------|------|-------|-------|
| Social interaction | .433 | .062 | .576 | 7.019 | <.001 |
| R: .576 ^a R Square (R ²): .332 Adjusted R Square (R ²): .326 Std Error of the Estimate: .794 | | | | | |
| a. Dependent Variable: social media influencer marketing | | | | | |

Source: Survey Data Analysis

Chapter 5 Discussion, Implications and Recommendations

5.1 Discussion

This study was conducted to examine the user perception of social media influencer marketing from the perspective of social interaction and social attractiveness. This section discusses the hypothesis results for each of the independent variables which are social interaction and social attractiveness on social media influencer marketing among social media users. The discussions are organized following the study's hypotheses:

H1: There is a positive relationship between social interaction and social media influencer marketing.

H2: There is a positive relationship between social attractiveness and social media influencer marketing.

The first hypothesis is to investigate whether social interaction affects the social media user perception of social media influencer marketing. From this study, the result showed correlation value of social interaction on social media marketing is $r^2=0.077$ and $p=0.005$ which is $p<0.05$ and therefore is significant. Thus, the finding will accept the H1 and reject the H0 hypothesis. This indicates that there is a positive relationship between social interaction and social media influencer marketing. This shows that our respondents are influenced by the social

interaction of social media influencers on social media platforms which encourage them to purchase thus leading to successful social media marketing. This finding is consistent with the previous study by Andhini and Ramadhan (2023); Ooi et al. (2023); and Wasike (2023) which stated that social interaction by social media influencers empowers their followers which contributes to effective social media marketing. In the study of Ooi et al., (2023), they found that social interaction influences individual attitudes towards social media marketing by social media influencers and the products or services advertised and that it leads to actual purchase behavior. The study of Andhini and Ramadhan (2023) stated that social interaction is useful to generate brand awareness, foster brand image, and ultimately influence purchase intentions and cultivate customer loyalty. Zhang et al. (2023) also stated that higher levels of social interaction resulted in more positive attitudes and perceptions among consumers thus driving purchase behavior as the result of social media marketing. Thus, our study results are consistent with this particular research and the available literature.

The second hypothesis is to investigate whether social attractiveness affects the social media user perception of social media influencer marketing. From this study, the result showed the correlation value of the two variables is $r^2=0.332$ and $p=0.000$ with $p<0.01$. This supports the H1 hypothesis that there is a significant relationship between social attractiveness and social media influencer marketing. Thus, the finding accepts the H1 and rejects the H0 hypothesis. This also shows that our respondents are influenced by the social attractiveness of social media influencers on social media platforms which encourage them to purchase thus leading to effective social media marketing. The findings are consistent with the previous study where Ao et al., (2023) believed social media influencers' traits affect customer engagement and purchase intention; Chekima (2020) stated that the attractiveness of social media influencers affects advertisement brand attitudes, while Lorenzo, Biesanz, and Human (2010) pointed that beautiful persons were seen as having a higher conformity to the ideal normative image. As a result, beautiful influencers may be bestowed with the power of desire, which allows them to exercise influence over others. The study of Behm-Morawitz (2017) proved that influencer attractiveness motivates viewers to create their videos in the context of beauty-related influencer videos on YouTube. Social attractiveness is a must-have quality for someone who wants to attract people's attention. People will like it when a person is considered attractive in the mind of the social community and they are also ready to accept and implement it. This can be applied to social media marketing to attract and influence a business's target audience

Based on the regression analysis, it is found that the two independent variables have a significant relationship with social media influencer marketing and two hypotheses were supported. This proves that the respondents are influenced by social interaction and social attractiveness on social media influencer marketing which shows that the relationship between these variables can be achieved. According to the results, the r^2 for social interaction is 0.077, which means a total of 7.7% of social media influencer marketing is influenced by social interaction. The r-square for social attractiveness is 0.332, which means 33.2% of social media influencer marketing is influenced by social attractiveness.

5.2 Limitations

The purpose of this research is to investigate the influence of social interaction and social attractiveness on social media influencer marketing among social media users. The researchers encountered several limitations, particularly regarding data collection. Due to time constraints, the collected responses are rather low. Although this study managed to gather responses from various countries, each respondent represents only one country. Furthermore, the duration for data collection was restricted, imposing temporal constraints that limited the use of sampling methods. As there is no complete sampling frame for reaching social media users, this study had no choice but to utilize non-probability sampling. Additionally, the independent variables in this study do not present a comprehensive view of social media influencer marketing. Consequently, the findings' generalizability is restricted

5.3 Recommendations

Given the limitations of the study, there are several recommendations for future researchers interested in examining the roles influencing social media influencer marketing. Firstly, future research could focus on expanding the sampling frame to encompass a broader range of social media users from various demographics, regions, and cultural backgrounds. This expansion could involve employing diverse sampling techniques such as stratified or cluster sampling to ensure a more representative sample. Additionally, consider incorporating more comprehensive independent variables that cover various aspects of social media influencer marketing, such as content relevance, trustworthiness, or influencer credibility.

The current research faced constraints in performing probability sampling techniques, thus limiting generalization. Future research is advised to invest more time and resources in establishing a more structured sampling framework. Moreover, supplementing quantitative data with qualitative methods such as interviews or focus groups could provide richer insights into the motivations, perceptions, and behaviors of social media users regarding influencer marketing. Alternatively, conducting a longitudinal study is warranted to observe changes and patterns over time in social media influencer marketing. This approach could help overcome temporal constraints and offer deeper insights into evolving trends and behaviors.

5.4 Implications

This study offers theoretical contributions to the understanding of social influence dynamics in the digital landscape by providing insights into how social media users interact with and are attracted by social media influencers, shedding light on the mechanisms behind social behaviors and decision-making processes within the online context. Further, the findings contribute to theoretical perspectives on brand-consumer relationships, specifically in the context of influencer marketing. It provides insight into how social media users perceive the attractiveness and credibility of social media influencers that represent a brand, thereby enhancing consumer trust, brand attachment, and relationship marketing. This insight gained can expand theoretical frameworks that explore the development of meaningful connections between consumers and brands through intermediary social media influencers.

The study's implications extend to theories surrounding digital engagement and community building within online platforms. By examining user preferences and behaviors regarding social media influencer marketing, the study contributes to the understanding of how online communities are formed, sustained, and engaged. Theoretical models related to online community development, social interaction, and user participation in digital spaces can be enriched by incorporating insights into the role of influencers in shaping these communities.

This study also contributes to the practitioners by providing a further understanding of how social interaction and influencer attractiveness can be effective marketing strategies to engage customers. Businesses can leverage these findings to tailor collaborations with social media influencers based on specific user preferences and behaviors. For instance, if certain demographics are more drawn to authentic content, practitioners can advise social media

influencers to focus on authenticity in their messaging to increase engagement and trust. Insights from this research can also aid businesses in fostering community building and enhancing customer engagement on social platforms. Understanding what types of social media influencer content resonate most with potential customers allows for the creation of community-centric marketing strategies which leads to a more loyal and interactive user base.

In addition, this study provides insights to practitioners in establishing authentic brand-influencer partnerships. By aligning an influencer's image and values with the brand's ethos, practitioners can create more credible and resonant campaigns. This alignment fosters trust among users, leading to increased brand loyalty and positive associations. Practitioners can use these insights to carefully select social media influencers who naturally align with the brand's identity and values. The study's findings also prompt practitioners to prioritize ethical considerations and transparency in social media influencer marketing. Highlighting the importance of genuine connections between social media influencers and their audience, practitioners can encourage transparent disclosure of sponsored content. This transparency not only can build trust and credibility, but also enhance the long-term effectiveness of influencer collaborations.

5.5 Conclusion

This study focused on exploring the relationship between social interaction, social attractiveness, and social media influencer marketing among social media users. Employing a survey questionnaire, this study conducted an online survey to investigate two main hypotheses. Firstly, whether social interaction influences social media influencer marketing, and secondly, whether social attractiveness plays a role in influencing social media influencer marketing within this demographic.

The findings of our research revealed a significant positive association between social interaction, social attractiveness, and their impact on social media influencer marketing. The correlation values indicated a moderate to strong relationship between these variables, emphasizing the importance of both social interaction and social attractiveness in shaping effective social media influencer marketing strategies. Specifically, the study highlighted how social interaction significantly influences social media influencer marketing and such

influences purchasing decisions, illustrating its pivotal role in driving effective marketing outcomes.

Moreover, the results underscored the impact of social attractiveness, particularly in the context of social media influencer marketing. It was found that the attractiveness of social media influencers significantly affects brand attitudes, potentially wielding a considerable influence over consumers' desires and preferences. This demonstrates the power and influence held by these influencers, as their attractiveness can sway brand perceptions and consumer attitudes, ultimately impacting marketing effectiveness.

In summary, this research presents compelling evidence of the interplay between social interaction, social attractiveness, and their profound influence on social media influencer marketing strategies. The positive relationship identified between these factors emphasizes the significance of engaging, attractive influencers in driving successful marketing outcomes and shaping consumer behaviors within the context of social media platforms.

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Appendix

Regression Analysis: Social Interaction – Social Media Influencer Marketing

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .278 ^a | .077 | .068 | .935 |

a. Predictors: (Constant), interaction

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 7.338 | 1 | 7.338 | 8.388 | .005 ^b |
| | Residual | 87.486 | 100 | .875 | | |
| | Total | 94.824 | 101 | | | |

a. Dependent Variable: smim

b. Predictors: (Constant), interaction

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.969 | .309 | | 6.364 | <.001 |
| | interaction | .224 | .077 | .278 | 2.896 | .005 |

a. Dependent Variable: smim

Regression Analysis: Social Attractiveness – Social Media Influencer Marketing

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .576 ^a | .332 | .326 | .794 |

a. Predictors: (Constant), socialattractiveness

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|--------------------|
| 1 | Regression | 31.044 | 1 | 31.044 | 49.267 | <.001 ^b |
| | Residual | 62.382 | 99 | .630 | | |
| | Total | 93.426 | 100 | | | |

a. Dependent Variable: smim

b. Predictors: (Constant), socialattractiveness

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.497 | .203 | | 7.361 | <.001 |
| | socialattractiveness | .433 | .062 | .576 | 7.019 | <.001 |

a. Dependent Variable: smim