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Characteristics and Contents of SMI (Social Media Influencer) that influences customer to buy online product: A Case of Gen Y in Bangkok

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ABSTRACT

In this study, the main purpose of this research is to determine the factors affecting purchase intention of Generation Y customers in online platforms that got influenced by social media influencer recommendation or promoted in Bangkok. The researcher built a new conceptual framework by using three frameworks from previous studies. In this study, the researcher will look at seven major factors: similarity, information quality, expertise, and attractiveness which are independent variables. The dependent variables are trustworthiness, credibility, and purchase intention. This is quantitative research. And the data of 435 respondents were collected through online self-administrator questionnaires which's Google form. This study uses Cronbach's Alpha, descriptive statistics, multiple linear regression, and single linear analysis to analyze the data and test the research hypothesis. The result of this study shows that similarity has affected trustworthiness, while trustworthiness has the strongest influence on credibility followed by information quality and expertise. Furthermore, credibility has the strongest influence on purchase intention followed by attractiveness. But trustworthiness has no significant relationship with purchase intention.

Keywords: *social media influencer, similarity, information quality, expertise, attractiveness, trustworthiness, credibility, purchase intention.*

1. Introduction

Social Media Influencer (SMI) are people who have built a reputation for their knowledge and expertise in a certain field. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. This gives them an opportunity for business to do marketing through them (West, 2024). They're rising because during the pandemic consumers have shifted towards spending more time on social media during their detention,

which made businesses and content creators collaborate together to do marketing in order to access to those consumers through the online platform ((Taslaud, 2024) & (Thanlap, 2021)).

This study concerns how similarity, information quality, expertise, attractiveness, trustworthiness and credibility influence purchase intention. This research will determine which factors have the most significant relationship with purchase intention in order to benefit the firm or the influencer that wants to find to improve their profit or their contents.



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2. Literature Review and Research

Hypotheses

2.1 Variables Literature Reviews

2.1.1 Similarity

The concept of similarity revolves around the perceived likeness between the experiences of shopping online and offline. Sensory similarity specifically pertains to the extent to which an indirect sensory encounter imitates a direct one. This paper delves into the impact of the perceived resemblance between offline and online shopping experiences on the outcomes of online shopping. (Racat et al., 2022) and the impact of product network similarity on customer buying behavior in an e-commerce platform, investigating how the degree of resemblance between products influences online product demand. (Huang et al., 2019). Furthermore, Similarity pertains to how closely two entities resemble or are alike. Cultural and socioeconomic factors can be employed to gauge this likeness. In the realm of online commerce, similarity plays a crucial role, as buyers tend to perceive greater trustworthiness when there is a socio-cultural resemblance. (Elfenbein et al., 2019) and Similarity involves utilizing customers' social network interests to anticipate their future preferences and identify groups of customers sharing common interests in specific product categories. However, it does not explicitly specify the particular type of similarity that motivates customers to make online purchases. (Buaklee & Sinthupinyo, 2018) and according to (Fu et al., 2020). Similarity in users pertains to the extent of resemblance among online individuals, encompassing both external factors like demographic characteristics and internal factors such as psychological traits.

2.1.2 Trustworthiness

Trustworthiness is recognized as a key determinant affecting purchasing decisions in both e-commerce and social media. Its impact on purchase choices is mediated indirectly through the cultivation of customer loyalty. (Nofrizal et al., 2023) and Trustworthiness pertains to the dependability and credibility of the information provided. In the context of purchasing green agricultural products, it is crucial for consumers to have confidence in the reliability of online sellers. (Fu et al., 2023). Furthermore, Trustworthiness holds paramount importance in the realm of e-commerce. to construct a model that establishes a connection between website quality and the cultivation of customer trustworthiness. (Gashema & Alain, 2023) and Trustworthiness in online shopping plays a pivotal role in the establishment of consumer trust. The quality of information and interaction emerges as influential factors contributing to the development of this trust. (Elida et al., 2023) and according to (Patnaik, 2022) The role of trustworthiness in online product recommendation systems is highly influential, with trust being identified as the most significant element in the realm of online shopping. Elevated trustworthiness in online product recommenders correlates positively with heightened purchase intention.

2.1.3 Credibility

Credibility serves as the pivotal determinant for the adoption of online reviews. It is shaped by various factors, including the source of information, the quality of content, and the trustworthiness of the platform hosting these reviews. (Yang & Gong, 2023) and according to (Zaman et al., 2023). The influence of an influencer's credibility, customer reviews, and customer interaction on the purchasing intentions of consumers is examined in the context of viewing endorsements from influencers. Furthermore, the impact of the credibility of online sources, particularly influencers, on brand equity and the intention to make a purchase is explored within the realm of social media marketing. (Güven & Köken, 2022) and



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The positive traits associated with influencer credibility have a direct impact on customer purchase intention. Influencer credibility, characterized by trustworthiness and expertise, exerts a positive influence on customers' inclination to make a purchase. (Sesar et al., 2022), also according to (Ao et al., 2023). The impact of influencers on purchase intention is predominantly driven by their credibility, surpassing the influence of other attributes. Credibility, encompassing trustworthiness and believability, emerges as the foremost factor shaping purchase intention in the realm of social media influencers.

2.1.4 Information quality

The significance of the quality of product information cannot be overstated for individuals shopping online, measurable criteria for information quality and demonstrates that inadequate information negatively influences the outcomes of consumers engaged in online shopping. (Amsl et al., 2023) and Information quality plays a pivotal role in shaping online purchasing decisions within the realm of E-Commerce. Enhancing the quality of information can contribute positively to improving decision-making processes for online purchases in E-Commerce. (Putri et al., 2022) also according to (Budiarani & Nugroho, 2022) Positive customer purchase intentions are directly influenced by the information quality of online reviews. Prior to making a purchase, customers prioritize evaluating the information quality present in online reviews as a crucial factor in their decision-making process and the quality of information in digital advertising is determined by factors like accuracy, integrity, timeliness, and validity. These elements exert a considerable influence on the intention to make a purchase online. (Surjandy & Cassandra, 2022) also

according to (WEI & ZHANG, 2018) Information quality is paramount when considering online agricultural product consumers' initial trust. It stands out as the foremost influencing factor, playing a pivotal role in shaping the level of trust consumers place in the information presented during their online interactions with agricultural products.

2.1.5 Expertise

Expertise pertains to the depth of knowledge and hands-on familiarity within a specific domain. In consumer behavior studies, it serves as a crucial factor for segmentation analysis. (Ketelaar et al., 2015) Expertise encompasses the author's background, reputation, experience, and demographic details. It significantly shapes consumers' decisions when making purchases and affects their sensitivity to prices. (Meiseberg, 2015) Expertise of internet celebrities influence fans' intention to purchase energy-saving products. Internet celebrities' expertise refers to their knowledge and skills in a specific area. (Luo et al., 2023) and according to (Hmoud et al., 2022) Expertise is defined as the knowledge and skills possessed by social media influencers, and it plays a constructive role in influencing both consumers' brand perceptions and their likelihood to make a purchase and Expertise, defined as the knowledge and skills possessed by an individual, emerges as a significant predictor of purchase intention, particularly in the context of social media influencers. The impact of perceived expertise on purchase intention underscores the crucial role that the proficiency of social media influencers plays in shaping consumers' likelihood to make a purchase. (Magano et al., 2022)

2.1.6 Attractiveness

Attractiveness in the context of digital influencers encompasses various factors that make them appealing to consumers. Elements such as reputation, trustworthiness, audience engagement, brand association, reviews, and



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personality collectively contribute to their attractiveness. (Sethi & Khan, 2023). Assessing the elements of product photography, including lighting, backdrop, and product type, affect the perceived level of attractiveness. (Szulc et al., 2023). One component of personal fame characteristics is the attractiveness of a celebrity. The attractiveness of a celebrity plays a role in influencing digital brand awareness and the intention to make online purchases. (Pennata et al., 2022). Attractiveness, in the context of advertising, pertains to the appeal or desirability of the promotional content. The level of attractiveness in advertising significantly shapes customers' purchasing decisions. (Anggoro & Purba, 2020) and according to (Sufian, 2021) The effectiveness of celebrity endorsement is closely tied to attractiveness, as it serves as a crucial factor in determining the impact of such endorsements. Attractiveness contributes significantly to ensuring the overall effectiveness of a celebrity endorsement.

2.1.7 Purchase Intention

Purchase intention is the inclination or likelihood of consumers to acquire a particular brand, indicating their intention to buy products associated with that specific brand. It represents a premeditated plan to make purchases from a particular brand. (Rohani et al., 2023) Purchase intention is the readiness of customers to engage in online purchases, influenced by various factors including social impact, website quality, product information, perceived value, and trust. These elements collectively shape customers' willingness to make transactions in the online environment. (Srivastava, 2023) Purchase intention is the probability or expressed intention of a consumer to acquire a product, typically measured through factors such as willingness, desire, and the explicit intention to make a purchase. (Lopes et al., 2023) Purchase intention is an individual's willingness to

engage in a particular action, reflecting the subjective likelihood or probability of taking a specific course of action, particularly related to making a purchase. (Jiang et al., 2023) Purchase intention holds considerable significance in the business realm, as it is rooted in the interest and motivation of individuals to acquire goods or services at some point in the future. It serves as a valuable indicator of potential consumer behavior and influences strategic decisions within the business environment. (Silitonga et al., 2023)

2.2 Research Hypothesis Literature Reviews

2.2.1 Similarity and Trustworthiness

Similarity influences online trade, suggesting that buyers associate socio-cultural similarity with greater trustworthiness. (Elfenbein et al., 2023) The trustworthiness and success of online transactions are influenced by the similarity between buyers and sellers, particularly when sellers lack substantial reputations or certifications. Cultural similarity serves as a predictor for both trade and trustworthiness in online transactions, with consumers drawing inferences about seller trustworthiness based on cultural alignment. (Elfenbein et al., 2019) Trustworthiness in consumer behavior can be augmented by the presence of similarity between individuals. The perceived similarity between individuals has the potential to influence trustworthiness significantly. (Zimu, 2023)

H1o: There's no relationship between Similarity and Trustworthiness that influences customer to buy online product.

H1a: There's a significant relationship between Similarity and Trustworthiness that influences customer to buy online product.

2.2.2 Trustworthiness and Credibility



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Trustworthiness and credibility play crucial roles in shaping consumer involvement. The level of credibility possessed by influencers significantly affects consumer engagement. (Zaman et al., 2023) The impact of trustworthiness and credibility information on consumer trust is instrumental in shaping purchasing behavior. There exists a positive and moderate correlation between trustworthiness and credibility. Credible information plays a pivotal role in influencing and enhancing shopper trust. (Etrata, Jr. et al., 2022) The notions of trustworthiness and credibility exert a significant influence on customer online transactions. Establishing trust with consumers hinges on the pivotal factors of trustworthiness and credibility. (Elida et al., 2023)

H2o: There's no relationship between Trustworthiness and Credibility that influences customer to buy online product.

H2a: There's a significant relationship between Trustworthiness and Credibility that influences customer to buy online product.

2.2.3 Information quality and Credibility

Information quality and platform trust have the largest impact on online purchase intention, and perceived credibility plays a mediating role in the influencing mechanism. (Yang & Gong, 2023) The decisions of customers in online purchases are significantly influenced by the quality of information and the credibility associated with it. (Elida et al., 2023) The credibility of digital advertising is influenced by factors such as accuracy, integrity, timeliness, and validity, which contribute to the overall information quality. The study reveals that the information quality factor of

digital advertising significantly affects the intention to make a purchase. (Surjandy & Cassandra, 2022)

H3o: There's no relationship between Information Quality and Credibility that influences customer to buy online product.

H3a: There's a significant relationship between Information Quality and Credibility that influences customer to buy online product.

2.2.4 Expertise and Credibility

The purchasing behavior of customers for online products is notably influenced by both expertise and credibility factors. The perceived expertise of a source and the credibility associated with it play crucial roles in shaping customer decisions when it comes to online product purchases. (Sedela et al., 2022). The credibility of online influencers and peers in influencing purchase intentions is strongly tied to the perceived expertise and trustworthiness of these individuals. The level of expertise and the trustworthiness associated with online influencers and peers significantly impact their credibility in shaping consumer purchase decisions. (Rajaraman et al., 2020). Consumers' attitudes toward advertisements can be positively influenced by the credibility of social media influencers, which includes factors such as their expertise. When influencers are perceived as credible and knowledgeable in their respective fields, it enhances the effectiveness of advertisements and fosters a positive reception from consumers. (Ata et al., 2022)

H4o: There's no relationship between Expertise and Credibility that influences customer to buy online product.

H4a: There's a significant relationship between Expertise and Credibility that influences customer to buy online product.

2.2.5 Attractiveness and Purchase Intention



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Various factors contribute to the attractiveness of digital influencers, and these elements significantly impact consumer purchase intention. The appeal of digital influencers can be influenced by factors such as relatability, authenticity, expertise, likability, and perceived credibility. When influencers possess these qualities, they tend to positively impact consumers' perceptions and intentions to make a purchase based on their recommendations. (Sethi & Khan, 2023). Product photography plays a crucial role in influencing perceived attractiveness and purchase decisions in the realm of e-commerce. The use of effective lighting techniques in product photos can particularly sway consumers, encouraging them to choose products based on their visual appeal. A well-lit and visually appealing product presentation can significantly enhance the perceived attractiveness of the items, thereby positively influencing consumers' decisions to make a purchase. (Szulc et al., 2023) The attractiveness of celebrities has a direct impact on the intention to make online purchases, suggesting that the appeal of celebrities can play a crucial role in influencing customers to engage in online product transactions. (Pennata et al., 2022)

H5o: There's no relationship between Attractiveness and Purchase Intention that influences customer to buy online product.

H5a: There's a significant relationship between Attractiveness and Purchase Intention that influences customer to buy online product.

2.2.6 Trustworthiness and Purchase Intention

Trustworthiness plays a crucial role in shaping consumers' inclination to engage in online purchases. The intentions of consumers to make online purchases are notably influenced by the level of trust they have in the brand. (Srivastava, 2023). The purchase intention of products is significantly

influenced by the trustworthiness of a brand and the perceived value it offers to customers. (Gu & Encio, 2023). Trustworthiness, along with factors like social media marketing and website quality, significantly influences consumer purchase intentions for local shoe brands, demonstrating its pivotal role in shaping the decision-making process. (Silitonga et al., 2023)

H6o: There's no relationship between Trustworthiness and Purchase Intention that influences customer to buy online product.

H6a: There's a significant relationship between Trustworthiness and Purchase Intention that influences customer to buy online product.

2.2.7 Credibility and Purchase Intention

The impact of influencer credibility on consumer purchase intentions is emphasized in this study, highlighting that the credibility of influencers plays a crucial role in influencing consumer engagement and their inclination to purchase premium products. (Zaman et al., 2023). Consumer purchase intentions are influenced by the perceived credibility of online reviews, with information quality and platform trust having the most significant impact on the decision to purchase. (Yang & Gong, 2023). The intention of consumers to make online purchases is notably influenced by the credibility factor, with brand reputation playing a substantial role in shaping consumers' purchase intentions. (Srivastava, 2023).

H7o: There's no relationship between Credibility and Purchase Intention that influences customer to buy online product.

H7a: There's a significant relationship between Credibility and Purchase Intention that influences customer to buy online product.

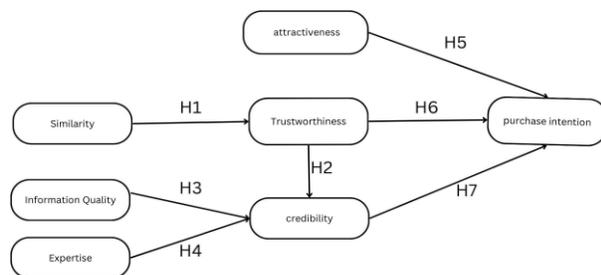


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2.3 Conceptual Framework and Research Hypotheses

The conceptual framework in this research is constructed from previous related studies, which used three theoretical models to develop. First is The impact of online influencers on consumers' purchase intention of Japanese food in Bangkok (Laohasukkasem, 2021). This research provides the relationship of Expertise, Trust, Credibility and Attractiveness that influence toward Consumer's Purchase Intention. Second is Effect of Social Media Influencer Characteristics on Purchase Intentions - Evidence from Pakistan (Azhar et al., 2022). This study shares information about how Expertise, Trustworthiness, Likability, Information Quality, Entertainment value influence toward Purchase Intentions with Credibility mediated between them. Last is Bridging the Trust Gap in Influencer Marketing: Ways to Sustain Consumers' Trust and Assuage Their Distrust in the Social Media Influencer Landscape (Ki et al., 2022). As a result, the conceptual framework and hypotheses are proposed in Figure 2.1.



Source: developed by researcher

Figure 2.1: Conceptual Framework

H1o: There's no relationship between Similarity and Trustworthiness that influences customer to buy online product.

H1a: There's a significant relationship between Similarity and Trustworthiness that influences customer to buy online product.

H2o: There's no relationship between Trustworthiness and Credibility that influences customer to buy online product.

H2a: There's a significant relationship between Trustworthiness and Credibility that influences customer to buy online product.

H3o: There's no relationship between Information Quality and Credibility that influences customer to buy online product.

H3a: There's a significant relationship between Information Quality and Credibility that influences customer to buy online product.

H4o: There's no relationship between Expertise and Credibility that influences customer to buy online product.

H4a: There's a significant relationship between Expertise and Credibility that influences customer to buy online product.

H5o: There's no relationship between Attractiveness and Purchase Intention that influences customer to buy online product.

H5a: There's a significant relationship between Attractiveness and Purchase Intention that influences customer to buy online product.

H6o: There's no relationship between Trustworthiness and Purchase Intention that influences customer to buy online product.

H6a: There's a significant relationship between Trustworthiness and Purchase Intention that influences customer to buy online product.



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H7o: There's no relationship between Credibility and Purchase Intention that influences customer to buy online product.

H7a: There's a significant relationship between Credibility and Purchase Intention that influences customer to buy online product.

3. Research Methods and Materials

3.1 Research Design

The goal of this study is to determine the factors that affect purchase intention of Generation Y customers in online platforms that got influenced by social media influencer recommendation or promotion. This research study is quantitative research, which uses Cronbach's alpha, Multiple Linear Regression, Simple Linear Regression, and Descriptive Statistics to analyze data collected through online questionnaire Google form. This research used secondary data from other reliable sources including previous studies, articles, thesis, etc.

The questionnaire is organized into three parts, first is the screening part, which has three items and uses Ordinal scale. Second is the demographic part, which has five items and uses Nominal scale. And 33 items for the measurement of variables part which use Likert scale. In total, this research has 41 questions.

3.2 Sampling Procedures

This study used a non-probability sampling method to collect information by using convenience sampling and snowball sampling method because the respondents were pre-screened based on the research purpose and have some

connection with the researcher. And due to the limited time available, these two methods are the most appropriate method because the researcher can easily obtain data depending on their convenience and can obtain data faster than other methods.

3.3 Population and Sample Size

This study focuses on those people who currently live in Bangkok and have been born in the range of 1981 - 1996 (Gen Y), and have thought of ordering or using product/service from social influencers. Therefore, the number of populations of Gen Y consumers that want to purchase online in Bangkok is unknown. So, the researcher decided to determine the sample size by applying the population proportion gained through online searching. According to statista, (2023), Bangkok is estimated to have around 11.07 million people.

Thus, this research sample size is based on Krejcie & Morgan (1970) to use 384 samples to conduct the research but this study can collect more than 384 samples, ending with a total of 435 respondents.

3.4 Questionnaire Design

In this research, online questionnaires were used to examine the factors and the relationships between the variables. The researcher distributed the questionnaire online to target respondents. The questionnaire is divided into three parts. The first part consists of screening questions that will only be answered by Gen Y people who're living in Bangkok and have thought of purchasing a product/service from a social influencer. The second section is the questions on the demographic information of respondents. The last section is the questions for dependent and independent variables (Appendix A).

3.5 Cronbach's Alpha Reliability with pilot test



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The pilot test of 30 respondents was decided to conduct to find errors or inconsistencies in each variable in the questionnaire by using Cronbach's Alpha test to evaluate the reliability and consistency of given measurement variables.

Table 3.2. Results from Pilot Test -Cronbach's Alpha ($n = 30$)

Variables	Number of items	Cronbach's Alpha	Strength associated
Similarity (SM)	5	0.759	Acceptable
Information Quality (IQ)	5	0.770	Acceptable
Expertise (EP)	5	0.917	Excellent
Attractiveness (AT)	5	0.723	Acceptable
Credibility (CD)	5	0.833	Good
Trustworthiness (TW)	4	0.893	Good
Purchase Intention (PI)	4	0.820	Good

4. Results and Discussion

4.1 Demographic Information

Gender: From the total of 435 respondents, female respondents accounted for 71% percent, male respondents accounted for 27.6%, while only

1.4% for other gender respondents. The results of respondents for female, male and other are 309, 120 and 6 respectively

Occupation: From the total of 435 respondents, the majority is 188 people's work as private employees, constituting 43.2%, which is very close to 187 individuals who work as government employees, making up 43%. Follow up is business owner, with 43 individuals which representing 9.9%. Next is 13 individuals identified as students, accounting for 3%. The least is Others with the number of 4 respondents, representing 0.9% of the total.

Income per month: Among all 435 respondents, 192 individuals, consisting 44.1%, reported a monthly income of 20,001-30,000 Baht, taking the majority. Followed by the 30,001-80,000-Baht range, 118 respondents, making up 27.1%. Next are those with incomes less than 20,000 Baht with the number of 86 individuals, representing 19.8%. The least one is those who've more than 80,000 Baht with 39 individuals reported, making up 9%.

Main type of product that you plan to buy from social media influencers: For a total number of 435 respondents, among them, the health category takes the majority with a number of 130 respondents, constituting 29.9%. Second is the lifestyle category, with the number of 122 respondents, representing 28%. Third is the beauty category, consisting of 81 respondents, making up 18.6%. Fourth is the fashion category, with the number of 55 individuals, accounting for 12.6%. Fifth is the food category, with 36 respondents which represents 8.3%. Sixth is gaming category, consisting of 10 people which accounted for 2.3%. Last one is others category, only one respondent is planning to buy in this category, representing 0.2%.

Purchasing frequency based on a recommendation from an influencer on social media: Among 435 respondents, the majority is those who've purchased 4-7



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times/month with the number of 219 respondents, consisting 50.3%. Followed by those who've purchased less than 3 times/month with the number of 140 individuals, making up 32.2%. Next is those who've purchased 7-10 times/month, consisting of 48 respondents which represents 11%. Last is those who've purchased more than 10 times/month, with the number of 28 people constituting 6.4%.

Total	435	100
Purchasing Frequency		
less than 3 times per month	140	32.2
4 - 7 times per month	219	50.3
7 - 10 times per month	48	11
more than 10 times per month	28	6.4
Total	435	100

Source: develop by author

Table 4: Demographic Data

Demographic Data	Frequency	Percent
Gender		
Male	120	27.6
Female	309	71
Other	6	1.4
Total	435	100
Occupation		
Students	13	3
Government Employee	187	43
Private Employee	188	43.2
Business Owner	43	9.9
Others	4	0.9
Total	435	100
Income Per Month		
Less than 20,000 Baht	86	19.8
20,001 - 30,000 Baht	192	44.1
30,001 - 80,000 Baht	118	27.1
More than 80,000 Baht	39	9
Total	435	100
Main type of product		
Fashion	55	12.6
Beauty	81	18.6
Health	130	29.9
Lifestyle	122	28
Food	36	8.3
Gaming	10	2.3
Others	1	0.2

4.2 Research Hypothesis Testing Result

4.2.1 Result of Simple Linear Regression of H1 Statistical Hypothesis

Ho: There's no relationship between Similarity and Trustworthiness that influences customer to buy online product.

Ha: There's a significant relationship between Similarity and Trustworthiness that influences customer to buy online product.

Table 4.1 Simple Linear Regression Analysis Summary for Hypothesis 1

Variable	B	SE	t	Sig.	VIF
Similarity	0.468	0.0401	11.7	<.001*	1.00

Note. $R^2=0.239$, $Adjusted R^2=0.237$, * refer to significant at 5% level, *Dependent variable = Trustworthiness*

Table 4.1 shows that simple linear regression was conducted to examine whether Similarity (H1) has a significant relationship with trustworthiness that influences customers to buy online products. The result from hypothesis 1 indicated that the highly significant level was less than 0.001, which was less than 0.05. The null hypothesis was rejected and an alternative hypothesis



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was supported. Thus, the result can be concluded that influencer trustworthiness got affected by similarity between customer and influencer. The result of regression showed that the model explained 23.9% of the variance and that model was highly significant, $p < 0.001$. The R-square was 0.239 at 95% confidence level, which indicated that Similarity has $B = 0.468$, $p < 0.001^*$, which highly has a significant relationship with Trustworthiness that influences customers to buy online products. The result for VIF value of similarity is 1.00 indicating that there is no issue regarding multicollinearity due to the VIF being less than 10.

4.2.2 Result of Multiple Linear Regression of H2, 3 and 4

Statistical Hypothesis

Ho: There's no relationship between Trustworthiness (H2), Information Quality (H3), Expertise (H4) and Credibility that influences customer to buy online product.

Ha: There's a significant relationship between Trustworthiness (H2), Information Quality (H3), Expertise (H4) and Credibility that influences customer to buy online product.

Table 4.2 Multiple Linear Regression Analysis Summary for Hypothesis 2, 3 and 4

Variable	B	SE	t	Sig.	VIF
Trustworthiness	0.275	0.0370	7.44	<.001*	1.55
Information Quality	0.271	0.0417	8.50	<.001*	1.76

Expertise	0.27	0.037	7.2	<.001	1.72
	1	6	2	*	

Note. $R^2 = 0.550$, Adjusted $R^2 = 0.547$, * refer to significant at 5% level, Dependent variable = Credibility

Table 4.2 shows that a multiple linear regression was used to analyze trustworthiness (H2), information quality (H3), expertise (H4) had a significant relationship with credibility or not. The results in Table 4.2 show that the significance level of Hypothesis 2,3 and 4 were less than 0.001, which makes the null hypotheses of Hypotheses 2, 3, and 4 were rejected and alternative hypotheses got supported. Thus, the result can be concluded that credibility is highly related with and got affected by trustworthiness, information quality and expertise. The result of regression showed that the model explained 55% of the variance and that model was highly significant, $p < 0.001$. The R-square was 0.550 at 95% confidence level, which implied that Trustworthiness had $B = 0.275$, $p < 0.001^*$, highly significant relationship with Credibility. Information quality had $B = 0.271$, $p < 0.001^*$, highly significant relationship with Credibility and Expertise also had $B = 0.271$, $p < 0.001^*$, which has a highly significant relationship with Credibility. The result of hypotheses 2, 3 and 4 show that trustworthiness, information quality and expertise used to identify influences on credibility are not overlapped, and there is no issue regarding multicollinearity due to the VIF being less than 10. The VIF value of trustworthiness is 1.55, information quality is 1.76 and expertise has 1.72 respectively.

4.2.3 Result of Multiple Linear Regression of H5, 6 and 7

Statistical Hypothesis



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H₀: There's no relationship between Attractiveness (H₅), Trustworthiness (H₆), Credibility (H₇) and Purchase Intention that influences customer to buy online product.

H_a: There's a significant relationship between Attractiveness (H₅), Trustworthiness (H₆), Credibility (H₇) and Purchase Intention that influences customer to buy online product.

Table 4.3 Multiple Linear Regression Analysis Summary for Hypothesis 5, 6 and 7

Variable	B	SE	t	Sig.	VIF
Attractiveness	-0.00858	0.0280	-3.06	.002*	1.29
Trustworthiness	0.0661	0.0377	1.76	0.080	1.68
Credibility	0.2088	0.0412	5.07	<.001*	1.70

Note. $R^2 = 0.109$, Adjusted $R^2 = 0.103$, * refer to significant at 5% level, Dependent variable = Purchase Intention

Table 4.3 shows that a multiple linear regression was used to investigate whether attractiveness (H₅), trustworthiness (H₆), credibility (H₇) had a significant relationship with purchase intention or not. The results in Table 4.3 show that the significance level of Hypothesis 5 was 0.002, less than 0.05, which successfully rejected the null hypothesis and made alternative hypotheses get supported. While the significance levels of Hypothesis 6 are more than 0.05, this makes the null hypothesis of Hypothesis 6 fail to be rejected and make alternative hypotheses fail to be supported. As for the significance levels of hypothesis 7 is less than 0.001, which successfully rejected the null hypothesis and made alternative hypotheses get supported. In conclusion, the result can be

concluded that purchase intention has a significant relationship and is affected by attractiveness and credibility. But purchase intention doesn't have a relationship and gets affected by trustworthiness. The result of regression showed that the model explained 10.9% of the variance and that model was moderately significant, $p < 0.05$ except for hypothesis 6. The R-square was 0.109 at 95% confidence level, which indicated that attractiveness has $B = -0.00858$, $p = 0.002$ and has a significant relationship with purchase intention. For credibility, it has $B = 0.2088$, $p < 0.001^*$, which highly has a significant relationship with purchase intention. But trustworthiness has $B = 0.0661$, $p = 0.080$, which indicates that trustworthiness doesn't have any relationship with purchase intention. The result of hypotheses 5, 6 and 7 show that attractiveness, trustworthiness and credibility used to identify relationships with purchase intention are not overlapped, and there is no issue regarding multicollinearity due to the VIF being less than 10. The VIF value of attractiveness equals 1.29, while trustworthiness equals 1.68 and credibility has 1.70 VIF value.

4.4 Summary of Research Hypotheses Testing

The significance of each variable in the research model is assessed from regression weights by simple linear regression, multiple linear regression and r-squared variance coefficient. The result from Table 4.4 claimed that all hypotheses were supported with significance values less than 0.05 except for trustworthiness has been failed to supported the alternative hypothesis (H_{6a}) as shown on Table 4.4

Table 4.4 Hypothesis Results



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Hypotheses	Significant Value	Results
H1a: There's a significant relationship between Similarity and Trustworthiness that influences customer to buy online product.	<.001	supported
H2a: There's a significant relationship between Trustworthiness and Credibility that influences customer to buy online product.	<.001	supported
H3a: There's a significant relationship between Information Quality and Credibility that influences customer to buy online product.	<.001	supported
H4a: There's a significant relationship between Expertise and Credibility that influences customer to buy online product.	<.001	supported
H5a: There's a significant relationship between Attractiveness and Purchase Intention that influences customer to buy online product.	0.002	supported
H6a: There's a significant relationship between Trustworthiness and Purchase Intention that influences customer to buy online product.	0.08	Not supported
H7a: There's a significant relationship between Credibility and Purchase Intention that influences customer to buy online product.	<.001	supported

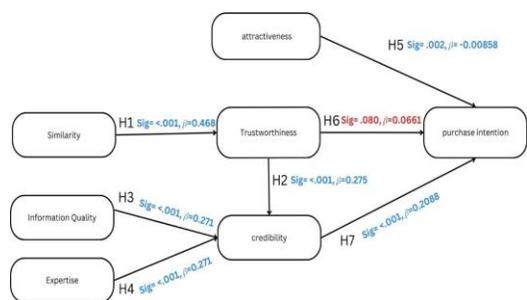
4.5 The Independent Beta Ranking

After using simple linear regression (SLR) and multiple linear regression (MLR) for testing the hypothesis of significant influence of the variables such as similarity, information quality, trustworthiness, expertise, attractiveness, and credibility to purchase intention of Gen Y customer in Bangkok. Therefore, the level of the strengths of influence was ranked and summarized in Table 4.5, which represents the ranking of the variable from the most substantial influence to less substantial influence of independent variables toward purchase intention of GenY customer in Bangkok. The Beta was applied to the level of the influence from the variable. This shows that, the highest substantial influence is similarity with the value of 0.468, following by trustworthiness (H2) at 0.275, then following by information quality and expertise with the same value at 0.271, credibility with value of 0.2088, Trustworthiness (H6) at 0.0661, and attractiveness at -0.00858.

Table 4.5 The Independent Beta Ranking

Rank	Independent Variable	B
1	Similarity	0.468
2	Trustworthiness (H2)	0.275
3	Information Quality	0.271
	Expertise	0.271
4	Trustworthiness (H6)	0.0661
5	Attractiveness	-0.00858

Figure 4.1 The results of structural model



Source: constructed by researcher

5. Conclusions and Recommendation

5.1 Conclusion

The factors that affect and have significant relationship with purchase intention of Gen Y customers in Bangkok, Thailand has been analyzed to study in this research. The hypotheses were developed as the conceptual framework to examine which factors have been influencing purchase intention of Gen Y customers. The research explicated the following outcomes.

5.1.2 Similarity and Trustworthiness

The results from this research show that Similarity has a significant impact on Trustworthiness. The significant value of similarity and trustworthiness was less than 0.001, As consumers find that an SMI has taste, preferences, and a lifestyle similar to theirs, the more they develop trust in the SMI. These were supported by the previous studies by Chen et al. (2022) state that the customer will trust in SMI when they having similar lifestyle and thinking, Ki et al. (2022) also state that when consumers find that the SMI that they're follow has similar taste,

preferences, and a lifestyle to them, they likely to develop trust in the SMI. and Naderer et al. (2021) state that when followers feel similar to the influencers, they will likely to develop trust in them.

5.1.3 Trustworthiness, Information Quality, Expertise and Credibility

Trustworthiness: Trustworthiness has a significant relationship and impact on Credibility. The significant value of trustworthiness and credibility was less than 0.001. Consumers want to trust in SMI who're honest and sincere, as they'll perceive them as reliable person. These were supported by the previous studies by Saima and Khan (2020) that credibility got significantly affected by trustworthiness and Azhar et al. (2022) state that trustworthiness has the greatest impact on credibility.

Information Quality: Information Quality has a significant impact on Credibility. The significant value of information quality and credibility was less than 0.001. SMI social posts or promoting, when properly presented, will raise the credibility of their contents. These were supported by the previous studies by Mabkhot et al. (2022) state that information quality is one of the traits of SMI that can affected credibility, Saima and Khan (2020) state that information quality has significantly affected credibility and Alrwashdeh et al. (2022) also state that information quality has beneficial influence on credibility.

Expertise: Expertise has a significant impact on Credibility. The significant value of expertise and credibility was less than 0.001. The expertise of SMI makes the followers accept that their influencers are knowledgeable experts in their field, thus raising their credibility. These were supported by the previous studies by Faisal and Dhusia (2022) state that expertise of influencer is significant for their credibility, Dam et al. (2023) state that credibility significantly got effect by



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influencer expertise, Mabkhot et al. (2022) state that expertise is one of the traits of SMI that can affected credibility and Xiao et al. (2018) state that expertise is one of criteria when customer check information quality.

5.1.4 Attractiveness, Trustworthiness, Credibility and Purchase Intention

Credibility: Credibility has a significant impact on Purchase Intention. The significant value of credibility and purchase intention was less than 0.001. When consumers perceived SMI as credible, they were more likely to buy the product, because consumers form an overall evaluation of an influencer's credibility to evaluate the value of the endorsement during their decision-making process. These were supported by the previous studies by Weismueller et al. (2020) state that credibility has positive impact on purchase intention, Giri and Alfaruqi (2023) state that endorser credibility is essential to build up customer purchase intention and Djafarova & Rushworth (2017) state that credibility has a significant relationship with purchase intention.

Attractiveness: Attractiveness has a significant negative impact on Purchase Intention. The significant value of attractiveness and purchase intention was less than 0.05, but Beta value is negative value (-0.00858) which makes the relationship end in a negative way. Consumers nowadays don't focus on physical attractiveness anymore, but focus on other factors instead. These were supported by the previous studies by AlFarraj et al. (2021) state that attractiveness is not the main factor that make customer intend to purchase product, Rungruangjit (2022) state that attractiveness doesn't always affect customer purchase intention, Yudha (2023) state that

attractiveness isn't a primary criterion for decision making to purchase product. and Fitriani et al. (2023) state that attractiveness alone doesn't affect purchase intention directly but affect it through brand awareness instead.

Trustworthiness: Trustworthiness doesn't have a significant impact on purchase intention. The significant value of trustworthiness and purchase intention was more than 0.05, which does not support the alternative hypothesis. Rungruangjit (2022) and Yudha (2023) both state that other factors such as customer perception can affect trustworthiness in the influencer, for example, customer may perceive influencer as they're being hired to promoted certain product/service, which reducing their trust and lead to decline in purchase intention.

5.2 Recommendation

From the result, there're relationships and impact between each variable that affect purchase intention. Starting with Similarity, SMI should have at least one area of their expert field to prevent followers becoming unconvinced to buy the product/service that they're promoted because they've too much varied content. Next is for Information Quality, SMI should provide information that gives accurate, good value and cover all points that customers may need. For Expertise, SMI should not have only knowledge in their field only, but they also need to adapt their knowledge in real use as well to convince the audience that they're expert in their field. Next is Trustworthiness, SMI should be honest and sincere to their followers and not provide any information that may harm them. Last is Attractiveness, SMI should not focus on the physical attractiveness when promoting too much. as customers will focus on the uniqueness or charismatic more than their physical appearance.

5.3 Limitation and Further Study



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This research has some limitations, first is we focus on Gen Y respondents that currently live in Bangkok only. This study also limits to seven variables only, which are: similarity, trustworthiness, information quality, expertise, credibility, attractiveness and purchase intention. And due to limited time, the researcher can't collect the name of the influencer that each respondent follows to, this can affect the accuracy of result and data that can potentially make trustworthiness and attractiveness have negative and doesn't have relationship with purchase intention. And this study doesn't focus on a certain type of product, which can affect the result and end in being too vast and general.

For further studies, we should focus on a certain type of product or service and should collect the list of influencers. Next is we should dive into other factors that can affect purchase intention than these six variables in this study to see which factors have a good relationship that can boost customer purchase intention more. Lastly, we can increase the scope to cover all in Thailand, not just focus only on Bangkok.

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APPENDIX A

Questionnaire

Part I: Screening Question

In this section, the respondents are screened according to the need of this study and those who do not meet the criteria are rejected.

1. Do you live in Bangkok?

- Yes
- No, thank you for your time and please stop doing the questionnaire.

2. Which birth range were you born?

- Born between 1981 - 1996
- Born after 1997, thank you for your time and please stop doing the questionnaire.

3. Have you ever planned to purchase an online product from a social media influencer during the last 1 year or not?

- Yes, please continue to the next section
- No, thank you for your time and please stop doing the questionnaire.

In the first section of the questionnaire, if the respondents responded "Yes" they will be directed to the next question. Alternatively, if the respondents responded "No" they will be directed to the end of the survey.

Part II: Demographic Information

In this section, the questions are mostly concerned about the demographic information of

the respondents. To determine demographic characteristics of respondents, it uses basic personal information such as gender, age, employment status, and monthly income.

1) Gender

- Male
- Female
- Other

2) Occupation

- Students
- Government Employee
- Private Employee
- Business Owner
- Others

3) Income per month

- Less than 20,000 Baht
- 20,001-30,000 Baht
- 30,001-80,000 Baht
- More than 80,000 Baht

4) Main type of product that you plan to buy from social media influencer

- Fashion
 - Beauty
- Health
- Lifestyle
- Food
- Gaming
- Others

5) Purchasing frequency based on a recommendation from an influencer on social media

- Less than 3 times per month
- 4-7 times per month
- 7-10 times per month
- More than 10 times per month



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Part III: Measurement of Variables

In this section, the purpose is to examine the factors that influence consumer brand engagement and purchase intention toward micro-influencer promoted product brands. The researchers use five-point Likert scale to assess respondents' attitudes and their level of agreement toward each variable. The statistical level has been set as follows:

1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree

Table 3.1: Variables and factors to be considered

Items	Factors to be considered	Level of Opinion				
		Strongly Disagree				Strongly Agree
Similarity						
SM1	I have a lot in common with the social media influencer that I plan to buy products from.	1	2	3	4	5
SM2	I and the social media influencer that I plan to purchase products from them have the same style.	1	2	3	4	5
SM3	Social media influencers that I plan to buy product from have similar tastes and preferences.	1	2	3	4	5
SM4	I and the social media influencer that I plan to buy	1	2	3	4	5

	product from have the same or similar hobby.					
SM5	I and the social media influencer that I plan to buy from use the same product (we have the same taste in products).	1	2	3	4	5

Information Quality

IQ1	I feel that social media influencers that I plan to buy products from provide trustworthy information.	1	2	3	4	5
IQ2	I feel that social influencers that I plan to buy product from provides accurate information.	1	2	3	4	5
IQ3	The information of social media influencers that I plan to buy product from is comprehensive.	1	2	3	4	5
IQ4	I feel that social media influencers that I plan to buy product from provide valuable information.	1	2	3	4	5
IQ5	The information from social media influencers that I plan to buy product from is up to date.	1	2	3	4	5



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Expertise						
EP1	I feel that social media influencers that I plan to buy products from have experience in their field.	1	2	3	4	5
EP2	I feel that the social media influencers that I plan to buy products from are very knowledgeable.	1	2	3	4	5
EP3	I feel that social media influencers that I plan to buy products from are very skilled.	1	2	3	4	5
EP4	I feel that social media influencers that I plan to buy products from are expert in their field.	1	2	3	4	5
EP5	I feel that social media influencers that I plan to buy products from are competent enough to make assertions about things that they're good at.	1	2	3	4	5
Attractiveness						
AT1	I plan to buy products from handsome or beautiful social media influencers.	1	2	3	4	5
AT2	I plan to buy products from elegant social media influencers.	1	2	3	4	5
AT3	I plan to buy products from sexy social media influencers.	1	2	3	4	5
AT4	I plan to buy product from that social media influencer because they're charismatic person.	1	2	3	4	5
AT5	I plan to buy products from that social media influencer because they're stylish.	1	2	3	4	5
Credibility						
CD1	I feel that the social media influencer that I plan to buy products from has credibility.	1	2	3	4	5
CD2	Social media influencers that I plan to buy products from personally think that his/her posts on social media are valid.	1	2	3	4	5
CD3	As for the social media influencer that I plan to buy product from personally, I think that he/she is competent to make claims about the product/service.	1	2	3	4	5
CD4	I perceive that the social media	1	2	3	4	5



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	influencer that I plan to buy a product from is credible when he/she messages in his/her post on social media are clear and not vague.					
CD5	Reviews of product/service from social media influencer that I plan to buy product from are positive,	1	2	3	4	5

Trustworthiness

TW1	The Influencer that I plan to buy products from is dependable.	1	2	3	4	5
TW2	The Influencer that I plan to buy products from is honest.	1	2	3	4	5
TW3	The Influencers that I plan to buy products from are sincere.	1	2	3	4	5
TW4	I believe a social media influencer that I plan to buy products from will convey information that does not harm his/her followers.	1	2	3	4	5

Purchase Intention

PI1	Influencer posts on social media make me plan to buy and try a recommended product/service.	1	2	3	4	5
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PI2	I plan to buy products/services used and recommended by social media influencers.	1	2	3	4	5
PI3	I plan to buy a product/service recommended by an influencer in the future.	1	2	3	4	5
PI4	I am interested in purchasing products/services advertised by social media influencers.	1	2	3	4	5