The Individual Social Media Influencer Elements that Affect Instagram Users' Purchase Intension to Buy Fashion Accessories

K H B Nanayakkara

Department of Marketing Management, University of Kelaniya, Sri Lanka
hasindubimal555@gmail.com

S I Wijenayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
shanikaw@kln.ac.lk

Influencer marketing is experiencing rapid global growth, prompting marketers to consider it a vital component of their marketing strategies. Fashion has increasingly garnered attention, permeating various aspects of daily life as both a means of personal expression and protection. The internet provides a marketplace and channel for reaching potential customers, and employing influencers in marketing campaigns is an effective strategy to achieve this. Fashion influencers, including social media personalities and fashion bloggers, wield significant influence over their followers. This study investigates the impact of individual social media influencer attributes on Instagram users' purchasing intentions for fashion accessories. Models of source attractiveness and source trustworthiness were utilized, encompassing constructs such as trustworthiness, expertise, similarity, familiarity, and likability. A quantitative approach was adopted, with survey questions distributed to Instagram users aged 15 and older to collect data. The data was analyzed using the Statistical Package for the Social Sciences (SPSS). The results indicated that purchase intention is positively influenced by dependability, expertise, likability, and familiarity. This study's findings suggest that marketers and influencers should develop effective marketing strategies to enhance consumer purchase intentions and conduct further research in diverse contexts to address potential gaps in specific practices.

Keywords: Purchase Intention, Social Media Influencers, Source Attractiveness, Source Credibility