Social Media Influencer Marketing in Developing Customer Purchase Intention in The Context of the Fast-Food Restaurants of Sri Lanka

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In today's highly competitive market, advertising plays a crucial role in establishing a solid market presence; the primary goal of advertising is to drive purchase intention. Influencer marketing is considered a compelling factor in developing an interest, yet the available literature is inconclusive for the relationship developing towards a purchase intention through influencer marketing. Thus, this study aims to explore the impact of YouTube influencers' characteristics on consumer purchase intentions for fast food restaurants. The study focuses on critical aspects such as source trustworthiness, source attractiveness, visual information, and expectancy. Utilising a quantitative and deductive research approach, the study gathered three hundred eighty-four (384) responses from across Sri Lanka through convenience sampling. Data analysis was conducted using IBM SPSS 26 to test the hypotheses. The study's findings reveal that factors like trustworthiness and visual information significantly contribute to increased purchase intention within Sri Lanka's fast-food industry. These results hold valuable implications for future researchers and marketers, offering insights into the influential role of YouTube influencers in shaping consumer purchasing decisions. This understanding will empower marketers to devise more effective strategies in the dynamic landscape of influencer-driven digital marketing.

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