The Effect of Influencer Marketing on Purchase Intentions and Brand Attitude of Consumers in the Philippines

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Abstract: **This study examines the influence of credibility aspects, mainly social media influencers' attractiveness, trustworthiness, and expertise, and how they affect consumers' purchasing intention and brand attitude. The primary objective of this dissertation is to ascertain how these dimensions of credibility affect purchase intention and brand attitude. The study gathered primary data through an online survey of 430 Filipino consumers who are active on influencer platforms like Instagram, Facebook, and YouTube. Regression analysis was employed to unravel the relationships among the variables. The study revealed that expertise emerged as the most influential factor in predicting purchase intentions, while attractiveness and trustworthiness demonstrated positive but statistically insignificant effects. Similarly, expertise and trustworthiness emerged as the most influential factors in predicting brand attitude, while attractiveness exhibited a slight negative effect that was not statistically significant. The study underscores the critical role of expertise-based and trustworthy endorsements in shaping consumer purchase decisions and brand perceptions. The findings advocate for marketers to prioritize collaborations with influencers perceived as experts and emphasize building and maintaining trustworthiness in influencer marketing campaigns. The study also revealed that attractiveness had minimal effect on consumer behavior, suggesting a shift in consumer preferences toward more substantive qualities in influencers.**

Keywords: **brand attitude, influencer marketing, purchase intention, social media influencers.**

1. Introduction

The invention of the internet in the 1970s has revolutionized our lives in ways we could never have imagined. This is perhaps most evident in the business sector, where the internet has transformed virtually every aspect of modern commerce. Companies of all sizes have been able to take advantage of its unparalleled ability to connect people and resources, allowing them to reach and service a far larger customer base than ever before (Radu, 2019). The ubiquity of social networking sites such as Facebook and Instagram have been unprecedented. Today, businesses can use these digital platforms as an effective tool to promote their products and services according to customer preferences (Dolega et al., 2021). Brand managers have had to adapt their strategies to keep up with the new channels of communication and influence that have emerged.

The rise of social media has given consumers a greater degree of control over how they consume and share information about brands. As a result, by leveraging user-generated content and other forms of communication, brand managers can foster relationships with their customers, develop trust, and create powerful brand experiences that help drive sales (Smithee, 2011).

The digital revolution has irrevocably changed the face of advertising, creating new opportunities for businesses to reach their target audiences. The shift from traditional print media to digital advertising has been dramatic, with spending on digital ads surpassing that of printed publications in 2008 (McMillan & Childers, 2017). The presence of influencers in marketing efforts has been proven to be highly beneficial. Recent studies looking into the effects of influencers on consumer decision-making have revealed insights pertinent to various industries. For instance, research conducted in Greece's tourism and culture sector has shed light on how influencers can shape customer behavior and decisions (Chatzigeorgiou, 2017). Similarly, the study conducted in Sweden found that customers who interact with online reviews of a product or service tend to be more likely to make an informed purchase decision. It showed that the majority of customers are influenced by positive customer reviews because it gives them an idea about what the experience may be like if they decide to purchase the product or service in question (Battha & Zina, 2022).

Social media has become an influential medium for advertising in today's digital environment, and it is a platform not just for social connections but for interest-oriented communities as well (Brettel et al., 2015). Social media influencers serve as brand ambassadors on social media, and they have evolved into today's opinion leaders (Sokolova & Kefi, 2020). Opinion leaders are crucial in e-WoM since they influence a lot of online users. As a result, brands started to assess this trend and sought influencers for marketing campaigns (Schouten et al., 2020). Marketing campaigns in collaboration with influencers have been proven to be more successful than with traditional celebrities. Influencer

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marketing is a type of word-of-mouth advertising that uses digital platforms and exhibits parallels to traditional word-of-mouth advertising (Bakker, 2018). Erkli (2022) further described this as advertising through public figures who have earned the trust of many people and have the ability to affect how customers view a good or service.

According to the study of Mason et al. (2021), the rise of influencers and the growing impact they have on consumer decision-making has been felt around the world, even in developing economies like India. Research conducted in this region highlighted the increasing use of social media as an effective tool for making purchasing decisions. This trend is likely to be relevant across many nations, suggesting that influencers are having a significant effect on global consumer behavior. The authors argued that the COVID-19 pandemic had changed the way businesses use social media to target consumers. Indian companies that operate in multiple countries must consider cultural differences when constructing their social media strategies. Cultural differences across countries can influence customers' social media platform preferences, communication practices, and behaviors.

The Philippines is a growing market for influencer marketing thanks to its highly sociable population, which largely uses smartphones and has a high social media user penetration rate. As the Filipino market grows more accustomed to influencer marketing, the globalization of digital technologies—which enables an expanding number of people to create content and distribute it online—also contributed to the upsurge of Filipino influencers. This alternative form of advertising suddenly became a lifeline for some businesses as the Philippine market accepted word-of-mouth as one of its most effective strategies to impact and influence consumers (Nacar, 2022). While influencer marketing is still in its early stages in the Philippines, marketers anticipate this will be a crucial time for the business sector (Taslaud, 2023). Given this situation, there is a lack of knowledge about influencer marketing in the Philippines and how it influences customers' purchase intentions and brand attitudes. Consequently, the purpose of this study is to present information from the most recent literature regarding consumer acceptance of persuasive messages delivered by social media opinion leaders or the extent to which the shared message influences consumer behavior.

Moreover, social media has seen tremendous growth in the Philippines, with 86.24 million users registered on its various networks. This surge of activity has opened up a world of opportunity for marketers and brands to reach their customers and establish an impact on their respective industries (Statista Research Department, 2022). The example of Anne Clutz, an influencer whose online profile has seen tremendous success in the Philippines, serves to demonstrate the importance of creating content that resonates with the audience. Recent data suggests that by the third quarter of 2022, Instagram will be one of the most popular social media platforms in the Philippines. About 72 percent of respondents reported using it regularly (Statista Research Department, 2023). In addition, during this same period, Filipinos were spending an average of 9.14 hours per day browsing social media websites (Statista Research Department, 2023).

Instagram is one of the most widely utilized social media sites in the Philippines; thus, it should come as no surprise that influencers from popular verticals use it extensively. As of January 15, 2023, Anne Clutz had become the most followed beauty influencer in the Philippines, with a total following of 504.9 thousand on Instagram. She has gained her following through her passion for all things related to beauty, providing her followers with product reviews, make-up tutorials, hauls, and affordable finds (Statista Research Department, 2023). The number of people using social networking sites across the Philippines is growing rapidly, and at the time of writing this research, over 86.24 million Filipino citizens were actively engaging on these platforms (Statista Research Department, 2023). The advent of social networking sites has made a profound impact on the way we communicate, and this popular form of communication has had a significant effect on modes of social interaction (Hollenbeck, 2012).

In order to keep up with the current digital age, businesses must be proactive in their online marketing strategies. This means staying updated on the latest trends and developing creative campaigns that will effectively reach target audiences. One way to do this is by partnering with social media influencers, where brands can use their ability to create visibility for their products and services, thus helping to boost sales (Brady & Fellenz, 2008). The ability to identify and effectively evaluate influencers is becoming increasingly important in today's business landscape as companies aim to leverage the power of social networks to achieve their goals (Galeotti & Goyal, 2009). This is because they often have a fan base that is highly engaged and responsive, which helps to amplify the brand message and reach more people (Schaffer, 2013). With this, shopping trends have changed over time, and people now heavily rely on reviews and ratings given by other users on social media while making purchase decisions (Lee & Youn, 2009). The importance of online reviews for influencing consumer decisions has been demonstrated by a 2006 Ipsos MORI survey by a London-based market research company. The survey revealed that nearly half of the respondents changed their opinion about buying a product after reading a favorable review on a personal blog, while one-third stated they decided against purchasing an item based on negative feedback. This highlights the power of reviews in terms of swaying consumer decision-making (Lee & Youn, 2009).

The purpose of this research is to investigate the effect of influencer marketing on the purchase intention and brand attitude of Filipino consumers. The importance of understanding how influencer marketing alters consumer behaviors is becoming increasingly important as many companies are now using this type of marketing. In order to address the gap in research on this topic, this study aims to determine Filipino consumers' behaviors and attitudes toward brands in the context of influencer marketing. The study utilized Instagram, Facebook, and YouTube as the analyzed social media platforms since these are widely used channels. These platforms have become a cornerstone of digital marketing, as they are capable of increasing brand visibility.

The study opts to focus on consumers from the National Capital Region of the Philippines. The primary objective of the study is to investigate how consumers' purchase intentions and brand attitudes are influenced by social media influencers' credibility, given its dimensions, namely attractiveness, trustworthiness, and expertise. It seeks to explore how online marketing influencers are in terms of affecting consumer purchase intentions and brand attitude. The study evaluated the online survey results using various econometric tools and methods to identify the behavior. Identifying which factors have the most influence on purchase intention and brand attitude will help marketers strategize and reach their target market. The findings would contribute to the limited domestic literature on influencer marketing among Filipino consumers.

The study aims to provide a comprehensive understanding of the factors that influence consumer decisions and brand attitudes through social media. To achieve this objective, this study seeks to answer the research question: how does the perceived attractiveness, trustworthiness, and expertise of social media influencers affect consumers' purchase intentions for products they endorse and consumers' attitude toward the brand?

2. Literature Review

A. Social Media and Influencer Marketing

An effective method for brands to interact with their customers in a user-centered and engaging approach is social media marketing. It enables businesses to build relationships and loyalty and foster meaningful connections between the brand and its consumers while also providing a platform for networking opportunities (Chi, 2011). Businesses may access enormous amounts of data by utilizing social media sites such as Instagram, Facebook, Twitter, and YouTube. This data can be utilized to help them make strategic decisions about how to best target their customers (Kim & Ko, 2012). It has given companies unprecedented access to customer feedback, allowing them to use this information to create a better product or service (Waters & Lester, 2010).

In the late 90s, Jurvetson and Draper first popularized the term virtual marketing, which was defined as "network-supported word of mouth." Since then, virtual marketing has become an integral part of any successful business strategy (Jurvetson, 2000). Word of mouth has been recognized by researchers and practitioners as one of the most powerful sources of influence. This is particularly true today, where individuals always have access to the internet via their smartphones, greatly enhancing the reach and impact of WOM. As a result, businesses and organizations must take the power of WOM into account in their marketing and communication (Bruzzone et al., 2019). Despite the growth of social media marketing, there are still several challenges that businesses face in implementing successful campaigns. These include finding influencers who are a good match for the brand and assessing their efficacy in increasing sales or building customer loyalty. Thus, understanding how consumer attitudes and influencer marketing can shape purchase intentions is a critical skill that all modern advertising professionals must possess (Ooi et al., 2023).

The social proof concept is a key factor when it comes to online influencers. It refers to the idea that people are more likely to trust and accept opinions, values, or behaviors if others have already done so. It is suggested that influencers increase their credibility by engaging with followers through conversations and building relationships based on trust. Furthermore, a key indicator of social proof is the number of "Likes," comments, shares, or retweets an influencer receives. This serves as evidence that people have accepted the idea shared by the influencer and are engaging with it online (Baer et al., 2011). Followers' dependence on social media influencers is further driven by the need for reliable advice and information that assists in decision-making and guides their actions. The content and opinions provided by influencers can help followers feel more confident about their choices, as well as provide useful tips and advice from someone who has had positive experiences with said product or service. The perceived credibility associated with the influencer can also weigh heavily on followers when considering their options, as they are likely to take their recommendations (Hsu et al., 2013).

In a study conducted by Chu and Kim (2011), they identified the factors that drive consumer engagement in electronic word-of-mouth (eWOM) within social networking sites. The research aimed to understand the determinants that influence consumers to engage in eWOM activities, such as sharing opinions, recommendations, and experiences about products or brands on social media platforms. The findings of the study revealed several key determinants of consumer engagement in eWOM, including trust, social ties, perceived expertise, enjoyment, and perceived usefulness. These factors were found to have a significant impact on consumers' willingness to engage in eWOM activities. The study provides valuable insights into the factors that motivate consumers to participate in eWOM, which can be beneficial for marketers and advertisers seeking to leverage the power of social media in their marketing campaigns.

B. Social Media Influencers (SMI)

Social media is the birthplace of influencers, as they establish and maintain close bonds with a variety of people in an effort to inform, entertain, and potentially influence their views and behavior (Dhanesh & Duthler, 2019). A social media influencer is a well-known, popular person who uses social media to advertise a brand's products and services (Baig & Shahzad, 2022). Additionally, social media influencers are typically already well-known for becoming experts in particular fields. A person who has a respectable number of followers on a social networking site and offers them interesting content can also be one. They have the capacity to influence a person's decisions because of their connections with the target audience. Hermanda et al. (2019) came to the conclusion that social media influencers significantly boosted the brand image of cosmetic brands and customers' self-concept. Also, the authors discovered that customers' purchasing intentions were significantly positively impacted by brand image. However, the

credibility of the influencers' project is crucial. With their knowledge and connection to the interests of their followers, they are viewed as more credible than celebrities, which results in them having a stronger impact on their followers (Stubb et al., 2019). According to Lee and Ko (2012), consumers are more inclined to rely on information offered by other customers to assess items and services before making a purchasing choice. Influencers are more trustworthy and more relatable to the public than celebrities (Schouten, 2019). Hence, as a practical strategy for marketing campaigns, brands work with influencers.

C. Source Credibility Model

By implying a communicator's favorable traits that influence the acceptance of the receivers, source credibility is a term that is frequently employed (Ohanian, 1990). Consequently, it stands to reason that the larger the influence on consumers and the likelihood that they would be convinced, the more credible a source is regarded to be. According to the source credibility model, its three factors, which consist of attractiveness, trustworthiness, and expertise, determine how well a message is conveyed by an endorser (Wang & Scheinbaum, 2017). A speaker's credibility improves the persuasiveness of the message (Goldsmith et al., 2000), and this can affect both the purchase intent and attitude toward the brand. In Rebelo's (2017) study in Portugal, a higher level of credibility leads to a higher level of purchase intention. Previous studies found that attractiveness, expertise, and trustworthiness are perceived as significant elements of the credibility of social media influencers (Chekima et al., 2020; Lou & Yuan, 2019; Munnukka et al., 2016). These three dimensions have a positive effect on consumers' attitudes toward brands and purchase intentions (Baig & Shahzad, 2022). Furthermore, Umeogu (2012) added that the "match up" or appropriate fit between the spokesperson and the product is another element that influences source credibility in regard to advertising and media personality endorsements in either a favorable or negative way.

For social media influencers, by generating and disseminating brand-related material (e.g., messages, images, blogs, videos) on their own social media channels, SMIs influence audience perceptions based on their own personal experiences and perspectives (Ge & Gretzel, 2018). They have become an integral part of social media marketing efforts in tourism promotion because they are more likable, believable, and cost-effective than conventional advertising (Gretzel, 2018; Kapoor et al., 2021). As such, the utilization of social media together with online influencers has become an important marketing strategy for brands in recent years.

Nascimento (2019) conducted an exploratory and quantitative study to understand the impact of various dimensions of social media influencers' credibility on consumers' intention to purchase, specifically comparing low and high product involvement. The results indicated that for low-involvement products, characteristics related to credibility, such as attractiveness, trustworthiness, expertise, and popularity, significantly influenced consumers' purchasing intentions. It was also observed that an increase in influencer

credibility could enhance users' purchase intentions. Conversely, for products that are of high-involvement, only attractiveness and trustworthiness had a significant effect on purchase intentions, suggesting that increased influencer credibility might not have a substantial impact in such cases.

The study of AlFarraj et al. (2021) shed light on the impact of these credibility dimensions on consumers' decision-making processes. The findings suggest that influencers who are perceived as attractive, trustworthy, and knowledgeable in the field of aesthetic dermatology have a significant positive effect on consumers' purchase intention. This implies that consumers are more likely to engage in purchasing products or services when they perceive influencers as credible in these dimensions.

1) Attractiveness

The degree to which an influencer is viewed as sophisticated, alluring, and appealing is their level of attractiveness (Weismueller et al., 2020). Previous studies on marketing and persuasion have shown that the initial judgment is highly influenced by appearance (Munnukka et al., 2016). Source attractiveness is associated with a person's initial judgment of the following person, which is influenced by the attributes of the speaker, such as weight, height, and beauty (Bardia et al., 2011). Consumer purchase intentions are more likely to be influenced by endorsers who are perceived as attractive (Van Der Waldt et al., 2009). Lou and Yuan (2019) established that influencers' attractiveness has a favorable impact on brand recognition and builds followers' trust in the influencer. In other words, the degree of visual attractiveness affects the impact on brand preferences, purchasing behavior, and attitude changes.

2) Trustworthiness

An influencer's trustworthiness measures how much people regard them as dependable, honest, and reliable (Weismueller et al., 2020). Influencers must be those to whom customers can relate and who are viewed as sincere, impartial, and authentic (Temperley & Tangen, 2006). Consumers are more likely to be persuaded and influenced, according to Martensen et al. (2018), if the source is regarded as trustworthy and communicates honestly and without prejudice. Chao et al. (2005) found that trustworthiness affects customers' purchasing intentions and supports the positive effect on endorsement viability. According to Dalangin et al. (2021), a study conducted in the Philippines revealed that consumers' behavior and purchase intention can be influenced by an influencer who is perceived as honest and trustworthy. In addition, brand managers believe that bloggers are trusted sources of information for customers seeking recommendations. They believe that products endorsed by well-respected bloggers are likely to be viewed as reliable and high quality (Uzunoglu & Kip, 2014). Trust in branded posts is directly influenced by an influencer's trustworthiness, which in turn affects followers' purchasing decisions (Lou & Yuan, 2019). Wiedmann (2020) indicated that trustworthiness is the most important credibility component influencing followers' behavior. Furthermore, this is one of an influencer's key qualities that helps them persuade their social media followers and has a good impact on how consumers feel about a business (Martensen et al., 2018).

3) Expertise

In the study of Silvera and Austad (2004), expertise refers to the level of familiarity the endorser has with the product, which verifies the endorser's claims and recommendations about the product and makes for stronger persuasion than when the endorser is merely trustworthy but not knowledgeable. Moreover, it is described as the level of the endorser's necessary knowledge, experience, or skills to promote the goods (Van Der Waldt et al., 2009). According to Lis (2013), people with extensive knowledge have a higher likelihood of having their recommendations taken into consideration by customers. Smith et al. (2005) claim that a customer's perception of an influencer's expertise enhances their level of trust in them, which in turn affects their attitudes toward the influencer and their desire to make a purchase.

According to Cheung et al. (2009) their study focused on the factors influencing the reliability of electronic word-of-mouth (eWOM). The researchers identified two determinants of online consumer recommendations: informational factors and normative factors. The study found that both informational factors (such as expertise, objectivity, and accuracy of the information) and normative factors (such as social consensus and perceived similarity) significantly influenced the credibility of eWOM and online consumer recommendations. Furthermore, given the Advertising Planning Grid (Eisend & Langner, 2010), the endorser's expertise is only thought to have an impact on consumers' intentions to buy informational products (such as gadgets and medicine), not transformative ones (e.g., "cloth," "food").

D. Purchase Intention

Purchase intention is a significant concept in the field of marketing, and it has been suggested that intention is associated with a person's immediate attitude towards engaging in a particular behavior and reflects their motivation for doing so. This means that intentions are indicative of the desire, or lack thereof, to pursue a certain activity (Hagger et al., 2002). The use of influencer marketing plays an essential role in increasing consumer purchase intention. Ramirez et al. (2022) found this to be particularly effective for young adults and millennials, who are more likely to trust their peers or other influencers rather than company advertisements. Moreover, Mat Dom et al. (2016) showed that celebrity or social media influencer endorsement has the potential to cause positive feelings toward a product and increase purchase intentions among consumers. Consumers are found to be more likely to express their purchasing intention if they believe the content that the influencer presents (Sertoglu et al., 2014). More research suggests that the influencer's attitude is a direct predictor of the consumer's intention to make a purchase (Bergkvist et al., 2016).

Yoo et al. (2013) conducted a study to examine the attitudes and purchase intentions of college students toward luxury fashion products. Their study aimed to gain insights into the factors that influence college students' perceptions and intentions to purchase luxury fashion items. The findings of the study indicated that college students' attitudes toward luxury fashion products were influenced by various factors such as social influence, brand prestige, and self-expression. Additionally, the study revealed that college students' purchase intentions were positively influenced by their attitudes toward luxury fashion products.

According to Nguyen (2022), the study conducted on Vietnamese Gen Z consumers revealed that several factors significantly affect their purchase intention. These factors include perceived influencer credibility, the entertainment value of influencers' content, perceived expertise of influencers, and recommendations. Among these factors, perceived influencer credibility had the strongest influence on purchase intention, followed by peer review and recommendation. The entertainment value of influencers' content and the perceived expertise of influencers also had a significant but comparatively smaller impact on purchase intention. The findings suggest that marketers targeting Vietnamese Gen Z consumers should prioritize the creation of credible, entertaining, and informative content while also encouraging influencer engagement with followers and seeking peer reviews and recommendations (Nguyen, 2022).

E. Brand Attitude

Customers' attitudes towards a brand can be used to gauge how they feel about a good or service, if it fills a need, and how much they desire it. When preparing an advertising campaign, brand attitude knowledge is quite beneficial. Moreover, studies have shown that brand attitude has a favorable effect on consumers' intention to make purchases (Teng et al., 2007; Shah et al., 2012). Brand attitude affects consumers' decisions to purchase products and services. Thus, it has an impact on the market share of a particular brand (Nuzula & Wahyudi, 2022). It plays a pivotal role in establishing robust brand equity, exerting a direct impact on customers' perception of a company's value, product quality, and brand awareness (Salehzadeh & Pool, 2017). Research has indicated that user-generated content can have a significant impact on brand attitudes. Several studies have sought to examine the relationship between UGC and the attitude of consumers toward a particular brand (Kostyra et al., 2016; Zablocki et al., 2019). Therefore, brand attitude, which results in brand awareness, has been observed to influence many aspects of a brand's success positively. It increases the company's market share while also creating greater levels of brand image, brand equity, and loyalty among customers (Barreda et al., 2015).

As a powerful strategy for firms to engage with consumers in user-centered interactions, social media marketing has emerged (Chi, 2011). Businesses may access huge amounts of data through social media platforms like Facebook, Instagram, Twitter, and YouTube to make practical judgments on who to target as customers (Kim & Ko, 2012). Companies can use this information to enhance their goods and services by using client feedback (Waters & Lester, 2010). The late 1990s saw the rise of virtual marketing, which has since become a crucial component of winning business plans (Jurvetson, 2000). Word-of-mouth marketing and communication strategies should take into account the fact that it has a big impact on customers and

is magnified by the internet and cellphones (Bruzzone et al., 2019).

Although there are many prospects for social media marketing, there are still difficulties in putting successful campaigns into action, such as identifying the right influencers and evaluating their effectiveness in boosting sales and cultivating consumer loyalty (Ooi et al., 2023). In the context of online influencers, social proof is vital because people are more likely to trust opinions, views, and actions if others have already embraced them (Baer et al., 2011). Influencers' followers rely on them for trustworthy advice and knowledge since it enables people to make decisions with confidence and offers helpful counsel (Hsu et al., 2013). It is crucial for contemporary advertising professionals to comprehend customer sentiments and influencer marketing (Ooi et al., 2023).

The use of social media influencers' platforms to advertise businesses and goods has made them well-known individuals in social media marketing (Baig & Shahzad, 2022). They are effective in influencing consumers' choices because they are knowledgeable, well-liked, and trustworthy (Hermanda et al., 2019; Lee & Ko, 2012). The perceived credibility of influencers is a crucial aspect, and it is influenced by factors including beauty, dependability, and knowledge (Chekima et al., 2020; Lou & Yuan, 2019; Munnukka et al., 2016). Customers' purchasing intentions are substantially influenced by the credibility aspects of influencers and the compatibility between the influencer and the product (AlFarraj et al., 2021; Rebelo, 2017; Umeogu, 2012).

Consumer purchase intentions and brand attitudes are influenced favorably by influencers' attractiveness (Lou & Yuan, 2019). Being trustworthy is important for influencers because it increases consumer confidence in them and has an impact on their choice of products (Dalangin et al., 2021; Lou & Yuan, 2019; Martensen et al., 2018). The knowledge of influencers affects consumers' attitudes and purchasing intentions and builds trust (Cheung et al., 2009; Lis, 2013; Smith et al., 2005). Purchase intention is an important marketing notion that is affected by things like perceived credibility, attitudes, and influencer marketing (Mat Dom et al., 2016; Ramirez et al., 2022; Yoo et al., 2013). Peer reviews, the entertainment value of the subject matter, and perceived influencer credibility all have a big impact on consumers' propensity to buy (Nguyen, 2022).

3. Method

A. Research Design

The quantitative, cross-sectional research design is used for this study because it allows the researchers to gather a large amount of information from multiple sources briefly. The survey instrument used to collect data was designed to gather information about the participant's experiences with the outcome of interest. The results of this survey provided valuable insight into the subject matter and enabled further analysis. Additionally, other relevant studies were taken into consideration to gain a comprehensive understanding of the issue at hand. Furthermore, the researchers utilized various statistical software programs to perform economic models, statistical tests, and analyses that are necessary for the study.

B. Data

The study used a purposive sampling method in selecting respondents, specifically a convenient sampling technique. This lets the researchers identify respondents who can provide the most appropriate information (Lewis & Sheppard, 2006). Convenient sampling is a type of purposive sampling where participants are chosen according to their availability and willingness. Rai and Thapa (2015) stated that the logic behind purposive sampling is to concentrate on specific characteristics of a population of interest that are relevant to the research objectives. It is a type of sampling in which the researcher relies on his or her judgment in choosing respondents who are well-informed and willing to provide information for the study (Etikan et al., 2016). It is commonly used in research to gain detailed knowledge about the topic from a representative sample, maximizing available resources.

The following criteria must be met in order to be qualified as a respondent: First, a respondent should be 23 to 54 years old. The rationale for the minimum age requirement is that the researchers assumed that people by this age are most likely not students anymore and are income earners. Second, the respondent must be a resident of the National Capital Region. Lastly, they should be social media users following influencers on Facebook, Instagram, and/or YouTube. The structured questionnaire is designed and distributed electronically to collect responses. Employing Raosoft's (2004) online sample size calculator, a sample size of 385 was determined, considering a 5% margin of error and a 95% confidence level.

Total Population of NCR (2020 data)	
(23 - 54 years old):	6,320,154
Confidence Level:	95%
Margin of Error:	5%
Response Distribution:	50%
Sample Size (n):	385

C. Locus of the Study

This study has chosen the National Capital Region (NCR) as the locus because of its dense population. According to the Philippine Statistics Authority, as of May 1, 2020, the population of the National Capital Region is 13,484,462. This indicates that there is a greater likelihood of choosing respondents who are eligible for the survey.

D. Data Instrument

Survey research is a powerful tool to gather data from a large sample. It allows researchers to ask questions directly to their target audience, enabling them to gather valuable information quickly and efficiently (Singleton & Straits, 1999). Furthermore, the data instrument includes a series of questions pertaining to the respondents' demographic profiles, social media activity, and some aspects of social media influencers. This is followed by items from the study's measurements, which are rated on a 4-point Likert scale, with 4 (Strongly Agree) being the highest, 3 (Agree), 2 (Disagree), and 1 (Strongly

Disagree) being the lowest. The survey takes approximately 5 to 10 minutes to complete. To ensure that the data collected is relevant and accurate, it was filtered through a set of criteria. This is to ensure that the data collected has the most potential to yield results beneficial to the research.

E. Data Collection Procedure

For this study, primary data was collected and analyzed to establish a solid foundation for the results. The data collection methods include conducting an online survey utilizing a standardized questionnaire and gathering pertinent information from published sources. To ensure the integrity of the data, data collection procedures have been standardized, and clear guidelines have been provided, resulting in the complete elimination of biases associated with gender, class, ethnicity, and culture. Participants are fully informed about the study by being provided with all relevant information, such as the background, objectives, and ethical considerations of the research. The data instrument used for this study was designed to measure the operational and specific variables related to the topic. Furthermore, taking into account the convenience of data issuance and collection, this study has chosen to utilize an online platform, specifically Google Forms, for the deployment of the survey questionnaire. As a result, participants were required to have both an active internet connection and an email account.

F. Ethical Considerations

Participation in this study was completely voluntary, and no one was forced or coerced to take part. We respect the privacy of all participants, and their responses are collected with the utmost confidentiality. The collected data are handled with strict confidentiality and protected in accordance with Republic Act 10173, also known as the "Data Privacy Act of 2012." We ensured that all necessary measures were taken to safeguard the privacy and security of the data. Only the summary statistical output table of the study is to be shared, ensuring the anonymity and privacy of the participants. The researchers aim to uphold the utmost ethical standards in the study. Before data collection, an ethics review was conducted, and approval was sought from the Philippine National University's Educational Policy Research and Development Center. All participants were provided with their informed consent before taking part and were to be treated with respect throughout the research process. The informed consent form attached to the front page of the questionnaire provides important information about the study. It is essential that respondents understand these details before taking part in the research, which is why we have included this form. By agreeing on the consent form, respondents agree to participate in our study and are made aware of their rights throughout the process.

G. Mode of Analysis

1) Regression Analysis

Ordinary Least Squares (OLS) regression is a statistical technique that uncovers the relationship between a dependent variable and one or more independent variables. It is especially useful when the dependent variable contains multiple ordered categories, such as the varying levels of agreement/disagreement on a Likert scale. In this case, the researchers seek to investigate the association between purchase intention and source credibility, as well as brand attitude and source credibility. Source attractiveness, trustworthiness, and expertise were used to assess source credibility.

Given the presence of two dependent variables, two separate regressions were performed. The first regression assessed the association between purchase intention and source credibility, whereas the second regression assessed the relationship between brand attitude and source credibility. Several statistical tests were used to evaluate the effectiveness and objectivity of the regression models, including the Breusch-Godfrey Serial Correlation LM Test to detect serial correlation in regression models. It is simple to implement and resistant to a range of error term assumptions (Breusch & Godfrey, 1979) and the Autoregressive Conditional Heteroscedasticity (ARCH) Test to assess whether there is heteroscedasticity in the residuals (Tsay. 2010).

2) Econometric Models

The OLS regression model for the independent variables of influencer's attractiveness, trustworthiness, and expertise, and the dependent variables (1) consumers' purchase intention; (2) brand attitude can be expressed mathematically as follows:

Purchase Intention = $\beta 0 + \beta 1$Attractiveness + $\beta 2$Trustworthiness + $\beta 3$Expertise + ε

Brand Attitude = $\beta 0 + \beta 1$Attractiveness + $\beta 2$Trustworthiness + $\beta 3$Expertise + ε

4. Results

This study aims to examine the effect of influencer marketing on consumers' purchase intentions and brand attitudes, specifically focusing on individuals residing in the National Capital Region. The independent variable of interest is the influencers' credibility, which is further divided into three variables: attractiveness, trustworthiness, and expertise. Empirical data were collected through an ethically approved questionnaire distributed to relevant subjects within the identified area. The gathered data were then analyzed and interpreted using econometric Ordinary Least Squares regression analysis, allowing for a comprehensive examination of the relationship between influencer credibility and consumers' purchase intentions and brand attitudes.

A. Empirical Results

This study utilized Ordinary Least Squares regression analysis to perform specific regression tests and obtain key regression outcomes. The summary of the regression analysis is provided below.

Table 1 presents the results of the regression analysis of purchase intention on expertise, attractiveness, and trustworthiness of social media influencers (SMIs). The R-squared value of 0.156 indicates that the model explains about 15.6% of the variance in purchase intention. The adjusted R-squared value is slightly lower at 0.148, which suggests that the

Table 1
Regression analysis result
Dependent Variable: Purchase Intention (PI)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant	1.483377	0.213048	6.962641	0.0000
Expertise (EX)	0.368849	0.058735	6.279903	0.0000
Attractiveness (ATT)	0.085468	0.047332	1.805704	0.0719
Trustworthiness (TW)	0.042068	0.066916	0.628666	0.5300
R-squared	0.156383	Mean dependent var		2.932515
Adjusted R-squared	0.148523	S.D. dependent var		0.220828
S.E. of regression	0.203770	Akaike info criterion		-0.331451
Sum squared resid	13.37021	Schwarz criterion		-0.284986
Log likelihood	58.02656	Hannan-Quinn criter.		-0.312909
F-statistic	19.89657	Durbin-Watson stat		1.906478
Prob(F-statistic)	0.000000			
Breusch-Godfrey Serial Correlation LM Test:				
F-statistic	0.740414	Prob. F(1,321)		0.3902
Obs*R-squared	0.750216	Prob. Chi-Square(1)		0.3864

Table 2
Regression analysis result
Dependent Variable: Brand Attitude (BA)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant	1.511668	0.176739	8.553130	0.0000
Attractiveness (ATT)	-0.062105	0.045988	-1.350480	0.1776
Expertise (EX)	0.271751	0.056907	4.775354	0.0000
Trustworthiness (TW)	0.256668	0.058053	4.421297	0.0000
R-squared	0.160749	Mean dependent var		2.882171
Adjusted R-squared	0.154839	S.D. dependent var		0.359238
S.E. of regression	0.330257	Akaike info criterion		0.631368
Sum squared resid	46.46373	Schwarz criterion		0.669171
Log likelihood	-131.7442	Hannan-Quinn criterion.		0.646296
F-statistic	27.19843	Durbin-Watson stat		1.857142
Prob(F-statistic)	0.000000			
Breusch-Godfrey Serial Correlation LM Test:				
F-statistic	1.682845	Prob. F(2,424)		0.1871
Obs*R-squared	3.386436	Prob. Chi-Square(2)		0.1839
Heteroskedasticity Test: ARCH				
F-statistic	3.466274	Prob. F(1,427)		0.0633
Obs*R-squared	3.454467	Prob. Chi-Square(1)		0.0631

model is a good fit for the data.

For the first independent variable, Expertise (EX), the coefficient for expertise is 0.3688, with a p-value of 0.0000. Thus, expertise has a positive and statistically significant effect on purchase intention. In other words, as the perceived expertise of an SMI increases, so does the purchase intention of the consumer. For the second independent variable, Attractiveness (ATT), the coefficient for attractiveness is 0.0855, with a p-value of 0.0719. Thus, attractiveness has a positive effect on purchase intention, but this effect is not statistically significant. For the third independent variable, Trustworthiness (TW), the coefficient for trustworthiness is 0.0421, with a p-value of 0.5300. Thus, trustworthiness has a positive effect on purchase intention, but this effect is not statistically significant. Overall, the results of the regression analysis suggest that expertise is the most important attribute of SMIs when it comes to influencing purchase intention.

The Breusch-Godfrey Serial Correlation LM Test is a diagnostic test that assesses whether there is a serial correlation in a regression model. Serial correlation occurs when the errors in the regression model are correlated with each other. This can lead to biased and unreliable results. The p-value for the Breusch-Godfrey Serial Correlation LM Test is 0.3902, which is greater than 0.05. Therefore, there is no evidence of serial correlation in the data.

Table 2 presents the results of a regression analysis of brand attitude on expertise, attractiveness, and trustworthiness of social media influencers (SMIs). The R-squared value of 0.161 indicates that the model explains about 16.1% of the variance in brand attitude. The adjusted R-squared value is slightly lower at 0.155, which suggests that the model is a good fit for the data.

For the first independent variable, Attractiveness (ATT), the coefficient for attractiveness is -0.0621, with a p-value of 0.1776. This means that attractiveness has a negative effect on brand attitude, but this effect is not statistically significant. The second independent variable, Expertise (EX), the coefficient for expertise is 0.2718, with a p-value of 0.0000. This means that expertise has a positive and statistically significant effect on brand attitude. In other words, as the perceived expertise of an SMI increases, so does the brand attitude of the consumer. The third independent variable, Trustworthiness (TW), the coefficient for trustworthiness is 0.2567, with a p-value of 0.0000. This means that trustworthiness has a positive and statistically significant effect on brand attitude. In other words, as the perceived trustworthiness of an SMI increases, so does the brand attitude of the consumer. Overall, the results of the regression analysis suggest that expertise and trustworthiness are the most important attributes of SMIs when it comes to influencing brand attitude.

The Breusch-Godfrey Serial Correlation LM Test and the Heteroskedasticity Test (ARCH) are statistical tools employed to identify the presence of serial correlation and

Table 3
Relationship between Purchase Intention and SMI's Attractiveness, Trustworthiness and Expertise

Variable		Correlation Coefficient	p-value	Decision on H_o	Interpretation
DV	IV				
Purchase Intention	Attractiveness	0.0854	0.0719	Reject	Not Significant
	Trustworthiness	0.0420	0.5300	Reject	Not Significant
	Expertise	0.3688	0.000	Accept	Significant

Decision rule: Reject Ho if the p-value is less than or equal to alpha (0.05)

Table 4
Relationship between Brand Attitude and SMI's Attractiveness, Trustworthiness and Expertise

Variable		Correlation Coefficient	p-value	Decision on H_o	Interpretation
DV	IV				
Brand Attitude	Attractiveness	-0.0621	0.1776	Reject	Not Significant
	Trustworthiness	0.2567	0.0000	Accept	Significant
	Expertise	0.2718	0.000	Accept	Significant

Decision rule: Reject Ho if the p-value is less than or equal to alpha (0.05)

heteroskedasticity, respectively, in a given dataset. The p-values for both tests exceed the threshold of 0.05, indicating the absence of serial correlation or heteroskedasticity. This suggests that the outcomes of the regression analysis can be considered trustworthy and dependable.

Table 3 shows that expertise is the most influential factor among the three independent variables considered in predicting purchase intention. While attractiveness and trustworthiness also have positive effects, their influence is not statistically significant. This highlights the importance of expertise-based endorsements in influencing consumer purchase decisions.

Table 4 shows that expertise and trustworthiness are the most influential factors among the three independent variables considered in predicting brand attitude. While attractiveness may have a slight negative influence, its effect is not statistically significant. This highlights the importance of expertise-based and trustworthy endorsements in shaping consumer brand perceptions.

These results indicate that while attractiveness does not significantly affect purchase intention or brand attitude, both the trustworthiness and expertise of SMIs are significant predictors of consumer brand attitude, with expertise also being a significant predictor of purchase intention. Starting with purchase intentions, hypothesis 1 (H1) posited that influencers' attractiveness positively affects consumers' intentions to purchase the products endorsed. However, the data shows a correlation coefficient of 0.0854 with a p-value of 0.0719, which does not meet the conventional threshold for statistical significance ($p \leq 0.05$). Therefore, the evidence does not support H1, suggesting that attractiveness alone is not a significant factor in shaping purchase intentions. Hypothesis 3 (H3) suggested that the trustworthiness of influencers positively affects purchase intentions. The correlation for trustworthiness is 0.0420 with a high p-value of 0.5300, implying that the relationship between trustworthiness and purchase intentions is also not statistically significant. Consequently, H3 is not supported by the data. In contrast, hypothesis 5 (H5) regarding the effect of influencers' expertise on purchase intentions is strongly supported. The correlation coefficient for expertise is 0.3688, and the p-value is less than 0.001, making it a significant predictor of purchase intentions.

For brand attitude, hypothesis 2 (H2) states that attractiveness positively influences consumers' attitudes toward

brands. Yet, the analysis returned a negative correlation coefficient of -0.0621 and a p-value of 0.1776, indicating no significant effect. This finding leads to the rejection of H2. For hypothesis 4 (H4), trustworthiness was stated to influence brand attitude positively. The result supports this hypothesis, with a correlation coefficient of 0.2567 and a p-value of 0.0000, indicating a significant positive relationship. Thus, trustworthiness is a substantial factor in shaping positive brand attitudes. Finally, hypothesis 6 (H6) concerns the influence of expertise on brand attitudes. With a coefficient of 0.2718 and a p-value of 0.000, expertise is demonstrated to have a significant positive effect on brand attitudes, supporting H6.

The findings from the study suggest that among the attributes of social media influencers, expertise stands out as the most influential factor affecting both purchase intentions and brand attitudes among Filipino consumers. The strong correlation coefficient of 0.3688 for expertise, with a p-value below 0.001, underscores its pivotal role in shaping consumer behaviors. This may be because expertise is often associated with credible and reliable information, which consumers may find persuasive when considering a purchase. Such a result aligns with existing literature that underscores the value of perceived knowledge and skill in influencing consumer decisions, such as the studies by Nascimento (2019) and AlFarraj et al. (2021), which demonstrate that expert opinions of influences can significantly sway consumer preferences and actions.

The perceived trustworthiness of an influencer reflects the extent to which they are considered dependable, truthful, and consistent by their audience (Weismueller et al., 2020). As for trustworthiness, although it did not significantly affect purchase intentions, it showed a significant positive impact on brand attitude. These findings align with the trustworthiness component of source credibility theory, which posits that trustworthy sources are more likely to induce favorable attitudes in the audience (Wang & Scheinbaum, 2017). The importance of trust in shaping consumer attitudes is well-documented in the study of Lou & Yuan (2019), where a strong association between trust and brand attitude is established.

Conversely, attractiveness did not significantly influence either purchase intentions or brand attitudes. With a correlation coefficient of 0.0854 for purchase intention and -0.0621 for brand attitude and p-values of 0.0719 and 0.1776, respectively, attractiveness appears to be a less critical factor in this context.

This could imply that although attractiveness may initially draw interest, it might not always lead to concrete consumer actions. This idea contrasts with findings by Van Der Waldt et al. (2009), which indicated that consumers tend to be swayed in their purchasing decisions by endorsers they find appealing. Furthermore, it has been previously established in the field of marketing and persuasion that initial assessments are often significantly shaped by how something or someone looks, as noted by Munnukka et al. (2016).

The implications of the findings from this study show that for marketers and brands targeting Filipino consumers, collaborations with influencers who are perceived as experts in their domain may yield better results in terms of purchase intentions. This should encourage brands to seek out influencers who not only have a large following but also possess a deep understanding and knowledge of the products they endorse. Additionally, building and maintaining a reputation of trustworthiness in influencer marketing campaigns is crucial for positively shaping brand attitudes. This entails a careful selection process for influencers, considering their track record and the authenticity of their content.

The non-significant role of attractiveness in driving both purchase intentions and brand attitudes could indicate that consumers are looking beyond superficial traits and seeking more substantive qualities in influencers. Therefore, influencers and brands might focus more on demonstrating expertise and building trust to engage with their audience effectively. These findings contribute to the broader discourse on influencer marketing efficacy, especially within the Philippine market, and they increase arguments presented in previous studies, such as those by Dhanesh & Duthler (2019) and Hermanda et al. (2019), which highlight the evolving nature of consumer-influencer dynamics.

The findings of the study highlight the critical role of influencer attributes in shaping consumer behavior within the Filipino market context. Notably, expertise emerges as a significant factor, demonstrating a strong connection with both purchase intentions and brand attitudes. This underscores the importance of perceived knowledge and competence in influencing consumer decisions, aligning with existing literature that emphasizes the persuasive impact of expert opinions on preferences and actions. Additionally, the substantial influence of trustworthiness on brand attitudes reaffirms the fundamental role of credibility in interactions between influencers and consumers. Although it did not directly impact purchase intentions, its positive correlation with brand attitudes supports source credibility theory, emphasizing the potency of trustworthy sources in fostering favorable attitudes. This finding corresponds with prior research that underscores the crucial link between trust and the formation of brand attitudes. On the other hand, the lack of significant influence of attractiveness on purchase intentions and brand attitudes indicates a shift in consumer preferences away from superficial traits. While initial attractiveness may capture attention, its limited impact on actual consumer actions suggests a growing emphasis on more meaningful influencer qualities.

Overall, these results open avenues to explore why expertise and trustworthiness resonate more with consumers in certain markets and how these attributes interplay with other factors influencing consumer behavior. It would also be beneficial to examine the continuing effects of these attributes on consumer loyalty and engagement.

5. Conclusion

This study delved into the influence of perceived attractiveness, trustworthiness, and expertise of social media influencers on consumers' purchase intentions and brand attitudes within the Philippines. Employing a survey among consumers in the National Capital Region and subsequent regression analysis, the study revealed expertise as the most significant factor affecting purchase intentions. While attractiveness and trustworthiness demonstrated positive effects, they were not statistically significant. Similarly, expertise and trustworthiness emerged as the most influential factors shaping brand attitudes, with attractiveness exhibiting a non-significant negative effect. These findings underscore the substantial impact of influencer attributes on consumer behavior in the Philippines, highlighting the importance of expertise as the most influential attribute.

These results highlight the changing preferences of Filipino consumers, who place greater importance on authenticity and genuine content when interacting with influencers. Businesses seeking to effectively connect with Filipino customers are advised to prioritize collaborations with influencers who possess recognized expertise and authenticity. By aligning with influencers who showcase knowledge and reliability, brands can enhance their brand appeal and foster positive consumer relationships. However, it is significant to note that the intricate relationship between influencer characteristics and other factors that influence consumer behavior remains complex and multifaceted. Therefore, further research is warranted to gain an in-depth knowledge of how various factors interact and shape consumer behavior in connection with influencer marketing. Furthermore, the results of this study shed light on the effect of influencer attributes on consumers' purchase intentions and brand perceptions. The results emphasize the importance of expertise and trustworthiness while highlighting the limited influence of attractiveness.

6. Policy Implication

These findings offer practical implications for marketers and businesses aiming to effectively engage Filipino consumers while also calling for continued research to broaden our knowledge about the interplay between influencer characteristics and consumer behavior. This study offers valuable insights into the specific influencer attributes that resonate with Filipino consumers, inviting deeper investigations into the multifaceted dynamics guiding consumer decisions and preferences. The findings of the study not only enrich discussions on influencer marketing effectiveness but also pave the way for nuanced strategies tailored to the distinctive preferences of the Filipino consumer market.

For businesses targeting Filipino consumers, the findings of this study suggest a strategic pivot towards collaborating with influencers recognized for their expertise and trustworthiness. Prioritizing influencers with comprehensive knowledge of endorsed products and a history of authenticity becomes crucial. This insight highlights the importance of a careful selection process to ensure alignment between influencer attributes and brand objectives. These implications extend to influencer-brand partnerships, advocating for a focus on showcasing expertise and nurturing trust to effectively engage audiences. It is crucial for brands to focus on showcasing the expertise of influencers and nurturing trust in order to engage their target audiences effectively. By prioritizing these attributes, brands can enhance the effectiveness of their influencer marketing efforts. In addition, these results call for further exploration into the complex interaction of influencer attributes and other factors that shape consumer behavior. Investigating the sustained effects of expertise and trustworthiness on consumer loyalty and engagement represents a promising avenue for future research within this domain.

Policymakers and government authorities can utilize the findings of this study by collaborating with industry stakeholders. Active engagement with industry stakeholders, including brands, influencers, and advertising agencies, to develop guidelines that reflect the evolving nature of influencer marketing. Collaborative efforts can guarantee that regulations are reasonable, efficient, and compliant with industry norms. Involving stakeholders in the regulatory process can also encourage a sense of accountability and compliance. Moreover, policymakers could impose guidelines mandating influencers to disclose their brand affiliations and the specifics of their endorsements. These disclaimers should be prominently displayed in influencer content, such as captions, descriptions, or overlays. By implementing such disclosure requirements, regulators can improve transparency and empower consumers to make well-informed choices.

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