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THE EFFECT OF SOCIAL MEDIA INFLUENCER ON
CONSUMER ATTITUDE AND PURCHASE INTENTION
TOWARDS HEARTY HEART COSMETICS

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ABSTRACT

The purpose of this study is to identify the critical factors that mainly influence consumer awareness and purchase intention toward Hearty Heart cosmetic products through social media influencers. This study focuses on influencer characteristics, namely expertise, trustworthiness, attractiveness, and product match-up, and examines their effects on consumer attitude and purchase intention. Primary data were collected from consumers who have observed to Hearty Heart cosmetic products through social media influencers. A structured questionnaire using a seven-point Likert scale was used to gather data from the target respondents. The target population of the study consists of social media users who follow influencer content related to Hearty Heart cosmetic products. A total sample of 311 respondents was selected from a population of 36k followers using systematic random sampling to ensure representativeness and reduce sampling bias. The collected data were analyzed using factor analysis and multiple regression analysis. The study includes four independent variables expertise, trustworthiness, attractiveness, and product match-up and consumer attitude and purchase intention as the dependent variable. The empirical results indicate that all independent variables have a significant and positive influence on consumer attitude. Furthermore, consumer attitude has a significant positive effect on consumer attitudes and purchase intention. Based on the findings, it can be concluded that social media influencers play a crucial role in creating awareness and shaping consumer attitudes toward Hearty Heart cosmetic products. Influencer credibility and product match-up are key determinants that enhance consumer response and increase purchase intention. The study highlights that effective influencer marketing strategies can strengthen brand awareness and improve consumer purchasing behavior in the cosmetic industry.

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LIST OF ABBREVIATIONS

SIT	Social Influence Theory
TPB	Theory of Planned Behavior
E	Expertise
T	Trustworthiness
A	Attractiveness
M	Product Match-up
C	Consumer Attitude
P	Purchase Intention
SMI	Social Media Influence

CHAPTER 1

INTRODUCTION

People began using the beauty and skin care products for improving personal appearance and self-care of their life, leading to the advent of the cosmetics industry (Jones, 2010). Cosmetics have become important part of daily lives in different communities across the world over the period of time (Riordan, 2004). The cosmetics industry has expanded its business from time to time with the beginning of the industrial revolution where the products can be mass produced by the factories (Jones, 2010) and due to the technology advancements enabling the production of higher quality and safer cosmetics (Kotler & Keller, 2016). Advertising and mass media have also created engagement among consumers in cosmetics (Kotler & Keller, 2016) and in recent time, the growth of cosmetic industry is greatly accelerated with the use of social media and online shopping (Statista, 2024) as social media influencers and celebrities influence purchase intention toward brands of beauty product (Freberg et al., 2011).

The cosmetic industry is the fastest-growing industry around the world due to the increasing trend of consumer demand toward the beauty and personal care products (Statista, 2024). In the present time, there are constantly new brands being launched into the cosmetic industry and with growing consumer demand for beauty and personal care products, competition among brands is becoming more intense. Therefore, companies compete for the customers by focusing on developing quality of the products, appropriate prices, and also on effective marketing strategies such as social media advertisements, influencer marketing, etc., thereby creating a wide range of choices for customers (Kotler & Keller, 2016). Increasing consumers demand toward beauty and self-care products is the reason for the growth of cosmetic industry around the world (Statista, 2024). Moreover, social media influencers and celebrities have also impact consumer's brand attitude as well as purchase intention (Freberg et al., 2011).

Social media is an important marketing tool especially to reach the target customer in an inexpensive, fast, and easy way and also interaction between the customers and the company where customer can give opinion, give their feedback and tell about their need, want and preference (Kotler & Keller, 2016). The availability of social media network such as Facebook, Instagram, Tik Tok and other different social media tools is an opportunity for each of the companies to communicate to the

customers and build up trust between each other by providing good quality contents. Accordingly, social media is a valuable tool to the business marketing strategy (Kotler & Keller, 2016).

Therefore, many cosmetic companies use social media influencer marketing as a way to sell their products. Today, influencers use their social media to sell products to their followers by introducing product information, reviews and their personal experience together with attractive photographs. Social media influencers who are important opinions leaders in digital marketing has a potential to be an advertising element for marketing that is capable to personalize the advertising so that influence customers to create their purchase intention, share the information about products and create brand awareness of the company, products, and services for the brand. Through influencing customers via social media, brands and marketers could acquire brand awareness and higher sales in a relatively shorter time (Kotler & Keller, 2016). In one of the world leading cosmetic markets, Myanmar is undergoing this influencer marketing trend (Statista, 2023).

The strong competition among local and international brands in Myanmar's cosmetic industry creates greater efforts from brands toward consumers' trust and market share gain. Beauty industry in Myanmar had a commercialized and organized development both products and business forms since 1990s, particularly with the rise of Shwe Pyi Nann Group in 1991 where there has been an improvement in local production and distribution in cosmetic throughout Myanmar. However, digital advertising starts gaining popularity in Myanmar about 2010 due to the rise of internet accessibility and increasing usage of Facebook and with the rise of smart phone use on daily life through social media, the companies tend to use digital advertising instead of traditional one for reaching out to target audience through paid online advertisements (Kotler & Keller, 2016).

Most of cosmetic brands in Myanmar uses SMI for promotional purpose. Apart from promoting the products, influencers also provide information, review, and personal experience towards their social media followers on the particular products and it also helps creating positive affect toward the products and eventually leads the customers' perception as well as their attitude and intention toward the product (De Veirman et al. 2017). The effect of attitude toward consumer behavior is vital where attitude plays a role as a mediator which help the consumer in making the purchase

intention after having a positive perception toward the product due to the influencer promotion. Therefore, the attitude works as a psychological mechanism between the credibility of SMI and consumers' purchase intention (Zhafira et al. 2022).

The investigation for this study is the brand Hearty Heart which is well known local cosmetic brand which has been adopted to used social media influencer marketing at beauty market in Myanmar. This study is conducted to draw marketing strategies that will be helpful to local brands and development of cosmetics industry in Myanmar. At the same time, this research will provide practical recommendations to the chosen brand and contributes to the business context of Myanmar through building evidences-based marketing practices.

This study provides empirical evidence to demonstrate how influential and effective influencer marketing is to the cosmetic products by source credibility theory and product match-up concept on the fast development Myanmar cosmetic market and identify the factors which influence customers' attitude and purchase intention toward Hearty Heart cosmetics at Myanmar by examining the relationship between source credibility factors including expertise, trustworthiness, attractiveness, and product match-up on customers' attitudes toward Hearty Heart cosmetics.

1.1 Rationale of the Study

In the social media area, influencers have emerged as powerful intermediary agents between brands and consumers. Thus, brands increasingly reallocate their budgets toward the digital space in order to compete in today's market. Traditional media advertising techniques, such as advertisements displayed on television screens or on billboards, lack the interactive and personable element of the connection between brands and customers. As internet access and usage of smartphones grows, it has turned social media into an essential element for business. In the digital era, marketing has transformed from a conventional technique to digital.

Social media influencers are those people who have earned a sense of trusting credibility from the followers. Different from traditional advertising, social media influencer endorsements seem more realistic than typical celebrity advertisements. Influencer advertising seems particularly useful in the cosmetics field, where consumers would like to visually see them, to get a professional opinion on the goods and to receive some trustworthy reviews before purchasing. Influencer marketing has been booming

worldwide, but in Myanmar, studies of study on this has been lacking. Also, though much work has been produced concerning this topic in the West and many other Asian countries, there have been at least academic studies being conducted specifically to focus on Myanmar's beauty and cosmetics industry.

This study selected Hearty Heart as a main case study for the following reasons. First, Hearty Heart is considered one of the top leading local cosmetic brands in Myanmar. Secondly, this local cosmetic brand is actively utilizing social media influencer marketing as its main promotion technique. Based on Hearty Heart case, the study seeks a practical application of how influencer-led marketing campaigns play a significant role in boosting the success of local brands under the pressure of competition. The outcomes of this study will deliver both academic and practical contributions. It expands on the source credibility model and product match-up hypothesis literature in Myanmar. Moreover, the findings will provide practical recommendations for marketers, social media experts, and owners of businesses in Myanmar. Therefore, investigating this phenomenon is beneficial to the marketers of local businesses to improve their marketing strategies. This study would investigate how the credibility of social media influencers affects attitudes toward cosmetics and purchase intention and establish an effective influencer marketing framework for the Myanmar beauty and cosmetics industry.

1.2 Problem Statements of the Study

Hearty Heart Cosmetics utilized social media influencers as a core method for the launching of new product lines in the current Myanmar cosmetic industry. Such a marketing strategy utilizes a wide scope of collaborations, including public relations(PR) assets and prepared promotional activities (unboxing); and it intends to expand a level of brand awareness. Influencer-driven campaigns are effective at broadening the extent of market reach and user engagement but still require substantial investment from organizations.

Although, the actual impact of these marketing tactics on consumers' purchase intentions in practical contexts continues to warrant further investigation. In addition, since the popularity of influencer marketing, the role of influencers in consumer perceptions seems challenging in this industry. For instance, although some influencers are good at applying makeup, they have a lack of product ingredients knowledge.

In the absence of recognized expertise in cosmetics, consumers are likely to raise concerns about the product's compatibility with their own skin. Due to paid advertising, consumers believe that influencers' reviews will be biased, which could result in negative attitudes toward the brand. For the above reason, negative attitudes are easier to obtain and influence consumers' purchase intentions negatively. Consequently, consumers will perceive the concept of beauty as unrealistic. Furthermore, they do not have a liking for the product but assume the product would only look nice on celebrities and not the average consumer.

An incongruence between the influencer's lifestyle and the brand holds the potential to undermine credibility. If an influencer with a luxurious life promotes a cheap brand, the consumer may consider them as fake and that would cause difficulties for the customer to have an emotional connection with the brand, etc. Therefore, there is a necessity to verify how social media influencers may affect consumer purchase intentions and perceptions.

1.3 Research Questions

The research questions of the study are:

- (1) How does expertise affect consumer attitude towards Hearty Heart cosmetics?
- (2) How does trustworthiness affect consumer attitude towards Hearty Heart cosmetics?
- (3) How does attractiveness affect consumer attitude towards Hearty Heart cosmetics?
- (4) How does product match-up affect consumer attitude towards Hearty Heart cosmetics?
- (5) What is the effect of consumer attitude on purchase intention towards Hearty Heart cosmetics?

1.4 Objectives of the Study

The objective of this study is to examine the effect of social media influencers on consumer attitude and purchase intention towards Hearty Heart cosmetics. The specific objectives of this study are as follows:

- (1) to analyze the effect of expertise on consumer attitude towards Hearty Heart cosmetics,

- (2) to determine the effect of trustworthiness on consumer attitude towards Hearty Heart cosmetics,
- (3) to assess the effect of attractiveness on consumer attitude towards Hearty Heart cosmetics,
- (4) to investigate the effect of product match-up on consumer attitude towards Hearty Heart cosmetics and
- (5) to examine the effect of consumer attitude on purchase intention towards Hearty Heart cosmetics.

1.5 Method of Study

This study examines the effect of social media influencers on consumer attitude and purchase intention towards Hearty Heart cosmetics. The target population consisted of customers who liked the Hearty Heart Facebook page. As of February 2026, the Hearty Heart Facebook page had 36,000 followers. Primary data were collected from 311 respondents using the systematic sampling method from the total population of 36,000 followers. In this study, the sampling interval (k) was 120. This method was chosen to ensure an equal probability of selection across the entire target population. The survey was carried out from February 1 to February 28, 2026 with Google Form who follow the Hearty Heart Facebook page. A structured questionnaire using a seven-point Likert scale was designed and administered to capture respondents' perceptions of the influence of social media influencers on their purchasing behavior toward Hearty Heart cosmetics. To address the research objectives, several statistical techniques have been employed. Descriptive statistics have been summarized for respondents' demographic characteristics and key study variables.

Reliability analysis was used to assess the internal consistency of the measurement items. Correlation analysis was also employed to examine the relationships between variables in the collected data. In addition, both simple linear regression and multiple regression analyses were conducted to investigate the impact of social media influencers on customer attitude and to examine the effect of customer attitude on purchase intention toward Hearty Heart cosmetics.

1.6 Scope and Limitations of the Study

This study focuses on consumers who have liked the Hearty Heart Cosmetics Facebook page. It examines consumer attitudes and purchase intention towards Hearty Heart cosmetics by considering only four key factors: expertise, trustworthiness, attractiveness, and product match-up, among the many possible influencing factors. Therefore, other potential factors affecting consumer attitude and purchase intention are not included in this study. Additionally, the findings of this study are limited to Hearty Heart Cosmetics and may not be generalizable to other cosmetic brands.

1.7 Background of the Study

Hearty Heart was launched in October 2017 to provide young millennials in Myanmar with new, fun and interesting cosmetic products that would not usually be found in brands intended for adults. It is constantly conveying its brand identity of "Cute and Fun" not only in the name of the product and its description but in creative packaging and unique designs, aimed at the younger generation. They have to find a unique brand of cosmetics which has not just reasonable prices, quality formulas and is also exciting to be able to be incorporated into one's everyday life.

Today, the brand sells over 50 products ranging from make-up and skin care, and started as popular selling the Juicy Fruits Powder Pact and pouches which has gained significant attention from young people, in which later on had partnerships with Cosmax International, Korea for all their products. They use high-quality ingredients all being dermatologically tested on Asian skin. They ensure that young millennials will be confident to representing themselves as well as also gain the satisfaction of using a safe and interesting make-up and skin care product that's size fit for their age group.

The influences that we are referring to are people that can use their ability to use credibility and attractiveness to develop a powerful brand credibility and trust towards their followers. By communicating honestly and using endorsements, the influencers can affect consumer's perceptions, which leads from a neutral attitude to a favorable attitude. This attitude then becomes a form of social proof which can be perceived as a reliable source and would then lessen perceived risk. This has become an influential part of consumer intention to buy. By establishing a favorable attitude in their followers and applying this to the influencers' communication ability, a highly motivating force will have then established.

Within source credibility theory, the influencer's technical skills, specialized knowledge of cosmetics use etc. are significant. For Hearty Heart, their agreement with an influencer like Moe can amplify this further. As the influencer posts many make-up tutorials and in-depth routines to explain how to use their products correctly, this provides them with functional values. Their posts move away from promotions and towards education, as they can establish product performance and effective usage of products, all through their credibility and the confidence it generates. Such authenticity decreases the consumers' perceived risks, which results in a favorable brand attitude towards the products. The extent of honesty and integrity the influencer shows toward their followers is essential.

Through Hearty Heart, the trustworthy endorsement would be considered as a personal, candid experience instead of a practiced script. As consumers become more wary towards high-profile marketers, they value honest reviews, and authentic product feedback even more. By viewing the influencers enjoying the brand Hearty Heart, consumers would have established psychological security, building an emotional bond to continue following their reviews long term. Social media are a very visually influenced platform where it is essential for the spokesperson to have a strong attractive feature so that it is noticeable amongst the visual noise. By employing these regional icons Yaya, Kimmy and Mai Davika to be spokespeople of the brand Hearty Heart is able to elicit a "halo effect", by emotionally attaching these attractive personalities and modern lifestyles to their brand name.

Through this attractiveness feature the influencers are able to grab the consumers' attention instantly, and they can make these products desirable and aspiration towards the followers and leave them with a prestigious first impression, which is effective in making Gen Z and millennials want to connect with the brand more. By combining the influencer's persona with the vibrant Hearty Heart brand identity through a phenomenon known as the "congruity effect", this marketing strategy works best. An example would be how the young, "cute" identity of the brand is effectively represented by an influencer who also conveys such an image. This has allowed the influencer to establish a stronger relationship with the consumers, since the target audience is mostly college students who belong to a similar social group and have similar lifestyles as the influencers they are trying to sell their product to.

A consumer's internal assessment of Hearty Heart determines their purchase decision making. For, if the influencer successfully enhances the brand's reputation through attractiveness and credibility combined, a favorable attitude would be formed and it will turn into sales intentions. This psychological behavior suggests that when consumers develop a deeper emotional and cognitive relationship towards the brand, their intention to purchase shall increase too. Through the continuous consistent favorable brand attitude for Hearty Heart, high levels of online interaction would surely transform into sales figures, especially in the cosmetic industry which is a growing market today.

1.8 Organization of the Study

This study consists of five chapters. The chapter one outlines introduction to the study, rationale for the study, objectives of the study, limitations of the study, methodological framework and the outline of the thesis. The chapter two highlights the theoretical background related to this research. The chapter three describes research methodology which includes research design, sampling design, questionnaire development and method of analysis. The chapter four analyzes the effect of consumer' attitudes on their purchase intention. The chapter five consists of main findings and discussion, practical implication, recommendations for further research and implications for future research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the theoretical background, key concepts, and relevant literature on consumer purchase behavior. Previous studies in these areas are reviewed and analyzed, and the scope of the present study as well as the conceptual framework is also outlined.

2.1 Social Media

Social media has been defined in various ways by different scholars. Social media refers to two-way communication platforms that allow users to interact with each other online to share information and opinions (Kim & Ko, 2012). Social media is utilized by billions of people around the world and has rapidly become one of the defining technologies of our time (Adesoji, 2017). Social media offers opportunities for firms to connect with large and diverse audiences (Kozinets et al., 2010). In addition, social media serves as Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real time or asynchronously, with broad or narrow audiences who derive value from user-generated content and the perception of interaction with others (Carr & Hayes, 2015). Furthermore, social media uses mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content (Kietzmann et al., 2011).

People use social media for marketing because it allows businesses to reach a large audience quickly and at a lower cost compared to traditional advertising. It also helps companies promote their products or services effectively, build brand awareness, engage directly with customers, and ultimately increase sales. Social media also allows companies to target specific audiences and measure results easily. Social media marketing has gained increasing importance in the modern digital landscape attributable to its ability to reach a great number of users quickly and effectively. It enhances product awareness, facilitates real-time communication, thereby helping businesses to establish stronger customer relationships. Unlike traditional marketing methods, social media provides interactive and engaging platforms where consumers can actively participate, share opinions, and influence others. As a result, marketers are

able to better understand consumer preferences and tailor their strategies accordingly. Therefore, social media marketing serves as an effective tool in influencing consumer attitudes and purchase intentions.

Several researchers have also examined how social media marketing influences consumer behavior and how it can be measured. Kim and Ko (2012) study established the five-dimension model. They measured entertainment as the fun aspect, interaction as the two-way dialogue, trendiness as the provision of the latest info, customization as personalized contact, and word-of-mouth (WOM) as the viral sharing of brand content. Yadav and Rahman (2017) adapting the model for e-commerce, they introduced Informativeness (how helpful the info is) and Personalization (how tailored the content is to the user) to replace the basic entertainment focus, emphasizing the functional utility of social media. Seo & Park (2018) study in the airline industry, they maintained the core dimensions but added perceived risk.

This measures the user's concerns regarding privacy and the reliability of information found on social media platforms. Ibrahim et al. (2020) focusing on the telecommunications sector, utilized a modified SMMA scale to measure how these activities impact customer-brand relationships, specifically looking at how trendiness and interaction drive brand loyalty. According to Bruno Godey et al. (2016), social media marketing efforts consist of five dimensions: entertainment, interaction, trendiness, customization, and word of mouth, which influence consumer behavior and brand equity. They proved that entertainment, interaction, trendiness, customization, and word-of-mouth are universal drivers of brand equity and consumer purchase intention.

2.2 Social Media Influencer

Social media has been defined in various ways by different scholars. It refers to two-way communication platforms that allow users to interact online to share information and opinions (Kim & Ko, 2012). Social media is utilized by billions of people around the world and has rapidly become one of the defining technologies of modern society (Adesoji, 2017). It also provides opportunities for firms to connect with large and diverse audiences (Kozinets et al., 2010). In addition, social media serves as Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real time or asynchronously, with broad or narrow audiences who

derive value from user-generated content and interactions with others (Carr & Hayes, 2015). Furthermore, social media uses mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content (Kietzmann et al., 2011).

Social media influencers have become important in modern marketing because they can directly shape consumer perceptions, attitudes, and purchasing behavior (Lou & Yuan, 2019; Schouten, Janssen, & Verspaget, 2020). Unlike traditional advertisements, influencers communicate with their followers in a more personal, interactive, and relatable manner, which increases trust and credibility (Djafarova & Rushworth, 2017). Their continuous engagement through live sessions, reviews, and daily content helps build strong emotional connections with audiences (Freberg et al., 2011). As a result, consumers are more likely to rely on influencer recommendations when making purchase decisions, making influencers a powerful tool for marketers seeking to influence consumer attitudes and increase purchase intention (Casaló, Flavián, & Ibáñez-Sánchez, 2020)

Researchers have also examined how influencer effectiveness can be measured through different attributes. Ohanian (1990) developed a framework to measure the effectiveness of brand endorsers and identified three key dimensions: expertise (knowledge in the field), trustworthiness (honesty and reliability), and attractiveness (physical or social appeal).

Similarly, Djafarova and Rushworth (2017) studied Instagram influencers and found that similarity and trust are more influential than professional expertise in affecting young female consumers' purchasing behavior. Casaló, Flavián, and Ibáñez-Sánchez (2020) examined the creative aspects of influencers and measured dimensions such as opinion leadership and originality, suggesting that followers are more loyal to influencers who provide unique and creative content. In addition, Alexander Schouten, Janssen, and Verspaget (2020) focused on the identification dimension, which refers to the extent to which followers identify with influencers. Their findings indicated that influencers are often perceived as "people like us," making them more trustworthy than traditional celebrities because of their perceived similarity with followers.

2.3 Source Credibility Theory

Ohanian's Source Credibility theory originated from earlier communication and persuasion studies, specifically the research conducted by Carl Hovland and colleagues in the 1950s. They identified that a message operates more persuasively when the audience perceives the communicator as an expert and a trustworthy figure. These foundational studies formed the basis of source credibility research (Hovland et al., 1953). Later, Roobina Ohanian extended this concept into the advertising field. In 1990, she asserted that when consumers assess celebrities or endorsers, credibility must incorporate not only expertise and trustworthiness but also attractiveness.

This factor holds particular importance for advertising because endorsers frequently drive purchase decisions through both credibility and appeal. Ohanian then introduced a three-dimensional Source Credibility Model comprising expertise (how knowledgeable or skilled the source appears), trustworthiness (how honest and dependable the source appears), and attractiveness (how appealing, elegant, or likable the source appears) (Ohanian, 1990). Source Credibility Theory remains significantly important in marketing because it clarifies why certain sources succeed in being more persuasive than others.

Source Credibility Theory is particularly important in marketing because it explains why certain sources are more persuasive than others in influencing consumer attitudes and behaviors. When consumers perceive a source as knowledgeable, honest, and attractive, they are more likely to accept the message and develop favorable attitudes toward the product or brand (Ohanian & Erdogan, 1999). This theory is especially relevant in influencer marketing, where social media influencers act as key communicators between brands and consumers. Their perceived credibility helps reduce uncertainty and increases consumers' confidence in purchasing decisions.

Expertise refers to the knowledge and competence of the source, while trustworthiness reflects honesty and reliability. Attractiveness, as highlighted by McGuire (1985), includes physical appeal, likability, and similarity, all of which enhance the persuasive power of a message. These dimensions are widely applied in marketing and consumer behavior studies to assess how endorsers influence audience perceptions. Goldsmith et al. (2000) highlighted that credibility isn't just about the person, but also the organization they represent: expertise (knowledge and skill of the endorser), trustworthiness (honesty and believability of the endorser), and corporate

credibility (the reputation of the company that manufactures or stands behind the product).

Munnukka et al. (2016) focus on peer-to-peer influence on social media, adding social-relational dimensions: expertise & trustworthiness (standard dimensions), similarity (how much the consumer feels they share common interests, values, or life stages with the influencer), and likability (the affection or positive regard the audience feels toward the source). Lou and Yuan (2019) measure one of the most comprehensive modern models for influencer marketing credibility: expertise (perceived competence), trustworthiness (perceived honesty), attractiveness (physical and personality appeal), and similarity (the perceived resemblance between the follower and the influencer).

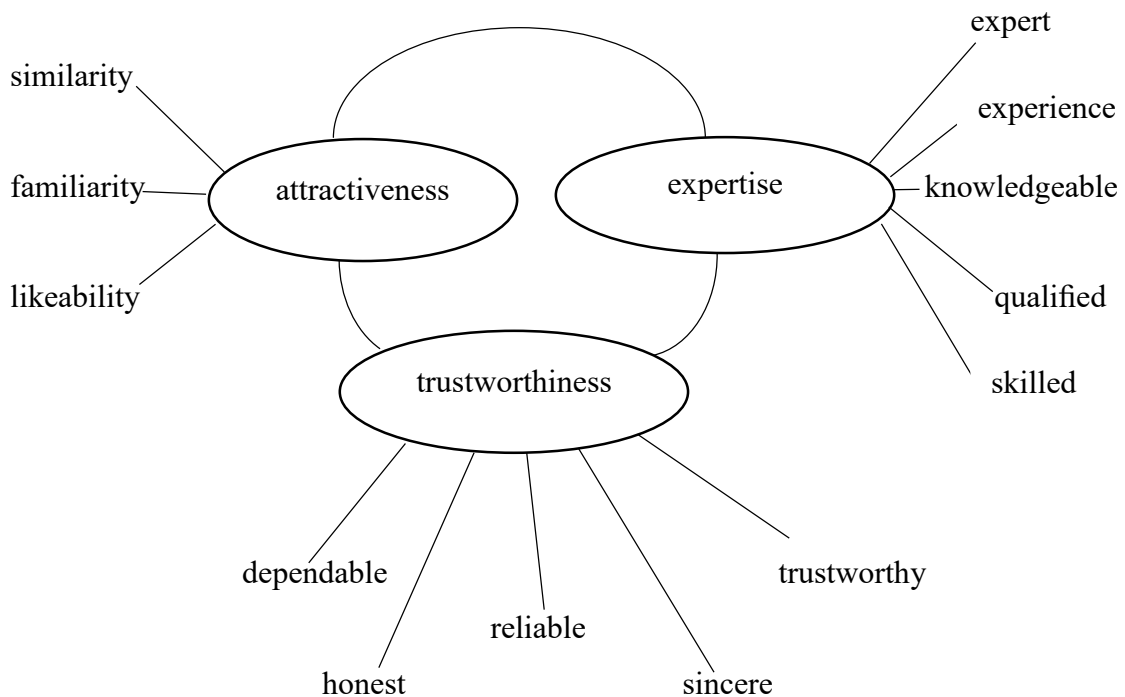


Figure 2.1 The Ohanian's Model of Source Credibility

This Figure 2.1 illustrates Ohanian's Source Credibility Model, which explains that an endorser's credibility is based on three main dimensions: attractiveness, expertise, and trustworthiness. According to Ohanian's Model, expertise refers to the source being perceived as experienced, knowledgeable, qualified, expert, and skilled, which increases confidence in the message. Trustworthiness involves characteristics such as honest, dependable, reliable, sincere, and trustworthy, showing that the audience believes the source is truthful and dependable. Attractiveness includes

qualities such as similarity, familiarity, and likeability, meaning audiences are more likely to respond positively to endorsers they find appealing or relatable.

2.3.1 Expertise

Expertise has been defined by various scholars as a key component of source credibility in influencing consumer behavior. Ohanian (1990) defined expertise as the extent to which a communicator is perceived to be a valid source of knowledge and information. Erdogan (1999) described expertise as the level of knowledge, experience, and skills possessed by an endorser in a particular domain. Similarly, Maddux and Rogers (1980) emphasized that expertise reflects the perceived competence of a source in delivering accurate information.

Sussman and Siegal (2003) defined expertise as the ability of an information source to provide reliable and useful knowledge that influences information adoption. In addition, Clark et al. (2012) suggested that expertise can be inferred from the quality and depth of content shared by the communicator. These definitions collectively highlight that expertise is closely related to knowledge, competence and the capability to provide correct information

Expertise is important in marketing and influencer contexts because it enhances the reliability of the information source and enhances the likelihood that consumers will accept the message. When influencers are considered to be knowledgeable and experienced, consumers tend to believe their recommendations and develop positive attitudes toward the promoted product. High expertise reduces uncertainty and perceived risk, especially in digital environments where direct evaluation of products is limited. Therefore, expertise plays an important role in shaping consumer attitudes, influencing purchase intentions, and encouraging actual buying behavior.

Ohanian (1990) measured expertise by asking respondents to rate the source across a series of bipolar adjectives, including: expert vs. not an expert, experienced vs. inexperienced, knowledgeable vs. unknowledgeable, qualified vs. unqualified, and skilled vs. unskilled. McCroskey (1966) measured expertise under the dimension of authoritativeness. His measurement focused more on the intellectual capability of the source: reliable vs. unreliable, informed vs. uninformed, intelligent vs. unintelligent, valuable vs. worthless. Hovland, Janis, and Kelley (1953) measured more qualitative and based on two objective pillars: training (Does the person have formal education or

certifications in this field), experience (How long has the person been involved in this specific industry or activity).

2.3.2 Trustworthiness

Trustworthiness has been defined by various scholars as a key dimension of source credibility in influencing consumer behavior. Ohanian (1990) defined trustworthiness as the extent to which a communicator is perceived as honest, sincere, and reliable. Wu and Lee (2012) described trustworthiness as the level of confidence consumers have in the information provided by influencers or bloggers. Similarly, Hsu et al. (2013) emphasized that trustworthiness reflects the perception that recommendations are based on genuine personal experiences rather than commercial intent. Sparks et al. (2013) defined trustworthiness as the measure to which consumers perceive online reviews as credible and dependable. In addition, Plotkina and Munzel (2016) highlighted that trustworthiness is strengthened through interactive communication and consistent engagement between influencers and their audience.

Trustworthiness is important in marketing and influencer contexts because it decreases uncertainty and perceived risk in consumer decision-making. In online environments, where physical product evaluation is not possible, consumers rely largely on trusted sources for information. When influencers are regarded as honest and dependable, consumers tend to accept more readily their recommendations and develop positive attitudes toward the product. High trustworthiness enhances credibility, strengthens emotional connections, and ultimately increases purchase intention. Therefore, trustworthiness is an important determinant of consumer perceptions and purchasing behavior.

Ohanian (1990) developed using semantic differentials. Respondents rate the source between these adjectives: dependable vs. undependable, honest vs. dishonest, reliable vs. unreliable, sincere vs. insincere, and trustworthy vs. untrustworthy. McCroskey (1966) measurement focused on the perceived moral fiber of the source: good vs. bad, virtuous vs. sinful, selfish vs. unselfish, sympathetic vs. unsympathetic. Giffin (1967) measured it through: reliability (the consistency of the source's behavior over time) and intentions (whether the source is perceived to have goodwill or hidden agendas).

2.3.3 Attractiveness

Ohanian (1990) defined attractiveness as a multi-dimensional construct that includes not only physical beauty but also elegance, class, and stylishness. It refers to the extent to which a consumer perceives the source as visually appealing. And then McGuire(1985) defined it through the Similarity-Familiarity-Likability model. According to McGuire (1985), attractiveness is the social value attributed to the source that makes the receiver feel a sense of "identification" or a desire to be like them.

Furthermore, Kelman (1961) defined attractiveness as the process where an individual adopts a behavior or attitude because it is linked to a satisfying self-defining relationship with the source. Patzer (1985) also defined it strictly as physical attractiveness, arguing that it is an informational cue that consumers use to judge other positive traits of the person. Later, Erdogan (1999) also defined attractiveness as the perceived appeal of the source, which includes physical attributes, personality traits, and lifestyle, making the source a persuasive communicator for specific product categories (like beauty or fashion).

Attractiveness is a key dimension in influencer marketing, especially in the cosmetics industry, as it triggers the "halo effect," a psychological bias where consumers perceive attractive individuals as more honest and competent. According to the match-up hypothesis, a high extent of fit between an attractive influencer and a beauty product enhances the persuasive impact of the advertisement.

Furthermore, attractiveness facilitates identification, where consumers seek to emulate the influencer's appearance by using the endorsed brand. Consequently, it plays a vital role in shaping positive consumer attitudes and reducing perceived risks, which ultimately drives the final purchase intention.

Attractiveness was measured by various dimensions. Ohanian (1990) identified that attractiveness is a multi-dimensional construct measured by differential items: attractive vs unattractive, classy vs not classy, beautiful vs ugly, elegant vs plain, and sexy vs not sexy. McGuire (1985) proposed that attractiveness is based on three sub-factors that drive "identification" (where the consumer wants to be like the influencer): similarity, familiarity, and likability. Patzer's (1985) measurement items often include the following: physical appeal (how pleasing the person's appearance is) and social value (the status or prestige associated with the person's look).

2.4 Product Match-Up

Product match-up has been widely discussed in the literature as the degree of congruence between an endorser and the product being promoted. Erdogan (1999) defined product match-up as the alignment between the brand's characteristics and the endorser's image and personality. Similarly, Till and Busler (1998) described product match-up as the perceived fit between an endorser and a product, which directly influences endorsement effectiveness.

Misra and Beatty (1990) further emphasized that match-up reflects how well consumers perceive a meaningful connection between the influencer and the brand. In addition, Shimp (2008) highlighted that product match-up refers to the compatibility between the endorser's image and the product's attributes, while Liu et al. (2007) explained it as the level of congruence that enhances the persuasiveness of marketing communication. Together, these definitions underline that product match-up is fundamentally about perceived consistency and relevance between the influencer and the product.

Product match-up plays a crucial role in determining the success of marketing communication. When an influencer naturally aligns with a product's image and characteristics, the endorsement appears more authentic and convincing to consumers. This perceived authenticity strengthens trust and reduces skepticism, making consumers more receptive to the message. Conversely, a poor match between the influencer and the product can create doubt and weaken the credibility of the endorsement. Therefore, selecting influencers who genuinely reflect the brand's identity is essential for building positive consumer attitudes and increasing purchase intention.

Product match-up was measured by various dimensions. Misra and Beatty (1990) measured the "filtering" effect of how well a person fits a brand such as congruence (Is the personality of the celebrity consistent with the brand?), logic of association (Does it make sense for this person to represent this product?), and information transfer (How well do the celebrity's traits transfer to the brand image?). Kamins (1990) measured specifically the match between physical attractiveness and product type, such as physical appeal match (Is the influencer's look appropriate for an attractiveness-related product (like cosmetics), and persuasive relevance.

Fleck et al. (2012) measured congruence into two distinct dimensions: relevancy and expectancy. Schouten et al. (2020) measured two dimensions such as perceived

similarity and trustworthiness. Breves et al. (2019) measured two dimensions such as content consistency and thematic fit.

2.5 Social Influence Theory (SIT)

Social influence is defined as the process by which individuals adjust their opinions, revise their beliefs, or change their behavior due to social interactions with others or groups (Rashotte, 2020). Kelman (1958) defined social influence through three distinct processes: compliance, identification, and internalization (accepting influence because the content is intrinsically rewarding and congruent with one's values). According to Rashotte (2007), social influence refers to the process in which an individual's attitudes, beliefs, or behaviors are influenced by the presence or actions of others, acting as a fundamental mechanism for social change and conformity.

According to Cialdini and Goldstein (2004), social influence refers to the internal or external change in a person caused by real or imagined pressure from others, often driven by the goals of accuracy, affiliation, and maintaining a positive self-concept. Turner (1991) defined it within the context of social identity theory, stating that social influence arises when individuals conform to the norms of a group that they perceive as being part of their own social identity. In the context of modern marketing, social influence is often analyzed through the lens of source credibility (expertise, trustworthiness, and attractiveness) (Ohanian, 1990). Social influence is critically important because it serves as a fundamental driver of human behavior, acting as the psychological mechanism that shapes how individuals form attitudes, adopt social norms, and make final decisions.

Social Influence Theory explains that people are often influenced by others such as friends, experts, celebrities, or online influencers when making decisions. In many situations, consumers observe others' opinions and behaviors to reduce uncertainty and feel more confident about their own choices. Through social interaction and identification, individuals may adopt attitudes or behaviors that are similar to those they admire or trust. Therefore, social influence plays an important role in shaping consumer attitudes and purchase intentions toward products or brands.

2.6 Theory of Planned Behavior (TPB)

Ajzen's (1991) Theory of Planned Behavior (TPB) is one of the most frequently used theories for explaining and predicting consumer behavior. The theory states that behavioral intentions are the primary drivers of individual actions and are shaped by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In marketing, these elements work together to influence consumers' decisions regarding whether to buy a product.

Firstly, attitude toward the behavior represents a consumer's positive or negative assessment of engaging in a specific action. In the cosmetics sector, social media influencers play a significant role in shaping the attitudes by providing product information, demonstrating usage techniques, and fostering positive associations with the products. When influencers are seen as credible, appealing, and well-suited to the products they promote, consumers are more inclined to develop a favorable perception of the brand. For Hearty Heart cosmetics, endorsements from influencers can thus create more positive perceptions and increase consumers' willingness to make purchases.

Secondly, Subjective norms involve the social influence an individual feels from key people in their life, such as friends and family members, or online communities, regarding whether they should perform a particular behavior. Social media influencers serve as significant social references in today's consumer landscape. Their popularity and authority can generate feelings of social approval and normative pressure that motivate consumers to buy recommended products. When influencers advocate for Hearty Heart cosmetics, followers may feel that such actions are not only accepted but expected socially, thus boosting their intention to purchase.

Thirdly, perceived behavioral control (PBC) reflects the degree to which consumers believe a behavior is easy or difficult to perform. In terms of buying cosmetics, aspects like affordability, product availability, store access, and convenience all influence PBC. Influencers often share details about pricing, promotions, product advantages, and purchasing locations, which help alleviate uncertainty and enhance consumers' sense of control over their buying decisions. When customers feel assured that they can easily obtain or afford Hearty Heart Cosmetics, their intention to purchase grows stronger.

In this study, the Theory of Planned Behavior (TPB) offers a solid theoretical framework for comprehending how social media influencers impact consumer purchasing decisions regarding Hearty Heart cosmetics. Factors related to influencers, including source credibility, physical attractiveness, and product alignment, are anticipated to influence consumer attitudes, shift perceived social norms, and strengthen perceived behavioral control, ultimately resulting in a higher intention to purchase. Consequently, TPB is a suitable and strong theory for elucidating the processes by which social media influencers shape consumer behavior buying behavior in the cosmetics sector.

2.7 Consumer Attitude

According to Fishbein and Ajzen (1975), consumer attitude refers to an individual's positive or negative evaluation of performing a particular behavior. Schiffman and Kanuk (2010) defined consumer attitude as a learned predisposition to behave in a consistently favorable or unfavorable manner toward a given object. Solomon (2011) described consumer attitude as an enduring evaluation of objects, products, services, or ideas that influences consumer behavior and decision-making. Hasan (2010) stated that consumer attitude influences a consumer's behavior toward an object and leads to either positive or negative actions. Argyriou and Melewar (2011) explained consumer attitude as a relatively stable evaluation or response formed through cognitive and affective information processing.

Consumer attitude is highly important because it plays a key role in shaping how individuals evaluate brands and make purchasing decisions. A positive consumer attitude enhances the likelihood of purchase intention, brand loyalty, and repeat purchasing behavior. In the context of social media marketing, consumer attitudes act as a mediating factor between influencer characteristics and actual consumer behavior. When consumers form favorable attitudes toward a brand or product, they are more likely to trust the message and make purchasing decisions. Therefore, understanding consumer attitude is essential for marketers aiming to improve brand performance in digital environments.

Researchers have measured consumer attitudes using different approaches in marketing studies. Chen et al. (2018) measured attitude through consumers' perceptions of influencer credibility dimensions such as expertise, trustworthiness, and

attractiveness. Similarly, Kaplan and Haenlein (2010) assessed attitude based on user trust and engagement with online content. Solomon (2013) measured the tri-partite dimensions (ABC Model): cognitive, affective, and conative (behavioral). Ajzen (2006) measured interpretive differential dimensions and common items include bad vs. good, unfavorable vs. favorable, dislike vs. like, and unpleasant vs. pleasant.

Consumer attitude serves as a crucial determinant of purchasing behavior in social media influencer marketing. A favorable attitude leads to higher purchase intention, stronger brand loyalty, and repeated buying behavior. Influencers play a key role in shaping these attitudes through credibility, emotional connection, and community building. Therefore, understanding how consumer attitudes are formed and measured is important for developing effective influencer marketing in the digital marketplace.

2.8 Purchase Intention

According to Kotler and Keller (2012), purchase intention refers to the likelihood that consumers will plan or be willing to purchase a particular product or service in the future. Ajzen (1991) defined purchase intention as an individual's conscious plan or willingness to perform a purchasing behavior. Schiffman and Kanuk (2010) described purchase intention as the probability that consumers will buy a specific product based on their attitudes and preferences. Morwitz et al. (2007) stated that purchase intention represents the tendency of consumers to buy a product under certain conditions and circumstances. Keller (2001) explained purchase intention as consumers' willingness to purchase a brand after evaluating and forming positive perceptions toward it.

Purchase intention is a key marketing concept that indicates the probability of consumers buying a product or service in the future. It is commonly regarded as the final psychological stage before actual purchase behavior. Within social media influencer marketing, purchase intention is significantly shaped by consumer attitudes, trust, and perceptions of influencer credibility. When consumers develop positive intentions to purchase, it directly contributes to sales growth, brand performance, and long-term customer relationships.

Researchers have measured consumer attitudes and purchase intention using different empirical approaches. Chen et al. (2018) measured attitude through

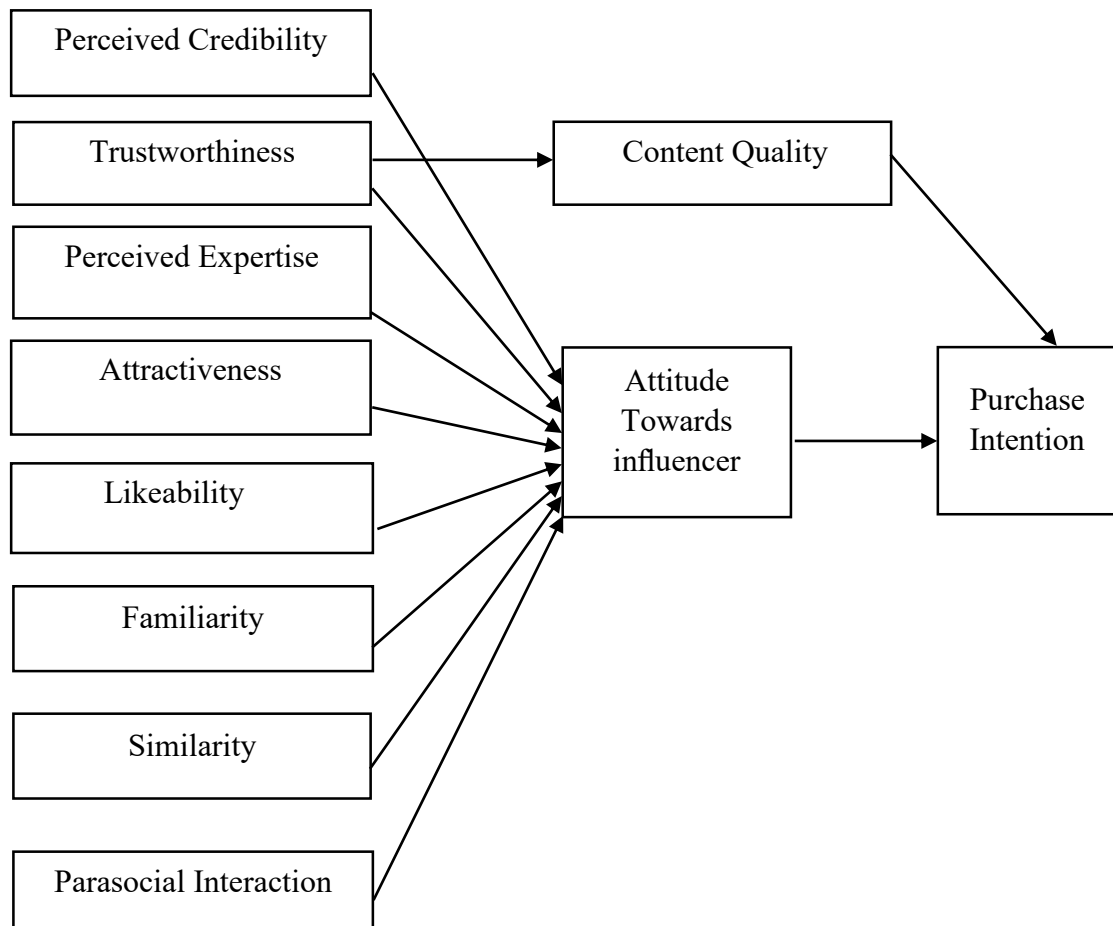
perceptions of influencer credibility dimensions such as expertise, trustworthiness, and attractiveness, while purchase intention was assessed through consumers' willingness to buy recommended products. Similarly, Kaplan and Haenlein (2010) evaluated consumer responses based on trust, engagement, and interaction with online content. Ajzen (1991) measured intention predicts actual behavior. Purchase intention is often measured through intention, plan, and expectation to buy. Dodds et al. (1991) measured purchase intention using items such as likelihood to buy, willingness to buy, and purchase intention.

Furthermore, emotional and social influences have a strong impact on purchase intention in influencer marketing. Tariq et al. (2020) found that influencers create emotional bonds between consumers and brands, which increase purchase intention and loyalty. Kabadayi and Price (2014) also emphasized that influencers foster online communities that strengthen consumer engagement and encourage purchasing behavior. These findings highlight that purchase intention is not only driven by rational evaluation but also by emotional and social interactions.

Purchase intention takes place in determining actual consumer buying behavior in social media influencer marketing. A higher purchase intention contributes to a greater chance of actual purchase, stronger brand loyalty, and repeated buying behavior. Influencers significantly contribute to shaping these intentions through credibility, emotional connection, and community influence. Therefore, purchase intention is important for developing effective digital marketing strategies and improving brand performance in competitive markets.

2.9 Previous Studies

A significant number of studies have looked into how social media influencers impact consumers' purchasing intentions. Candra (2023) is to examine the influence of content quality and attitude towards influencers on the purchase intention of beauty products, influenced by beauty influencer characteristics among Generation Z and Millennials in Indonesia. The conceptual framework developed by Candra (2023) is presented in Figure 2.2



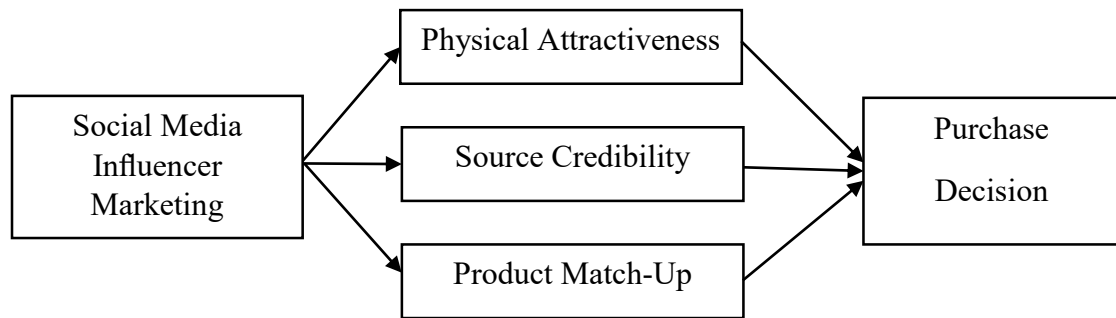
Source: Candra (2023)

Figure 2.2 The Effect of Social Media Influencer Characteristics on Purchase Intention on Beauty Products in Indonesia

The findings of this study indicate that beauty influencers' credibility, expertise, likeability, and familiarity shape attitudes toward influencers, which mediate purchase intention, while trustworthiness also has an indirect effect on purchase intention through content quality. In addition, content quality, attitude toward influencers, parasocial interaction, and similarity significantly impact purchase intention for beauty products among Gen Z and Millennials in Indonesia.

The second study, conducted by Kalu (2019), investigates the impact of social influencer marketing on purchase intentions within Ireland's fashion sector. Using a qualitative research approach-specifically focus group discussions and in-depth interviews-the researcher collected data from college students, focusing particularly on Irish male millennials who actively use social media. The results indicate that the physical attractiveness of social media influencers is crucial in influencing consumers'

purchasing decisions. The conceptual framework developed by Kalu (2019) is shown in Figure 2.3.

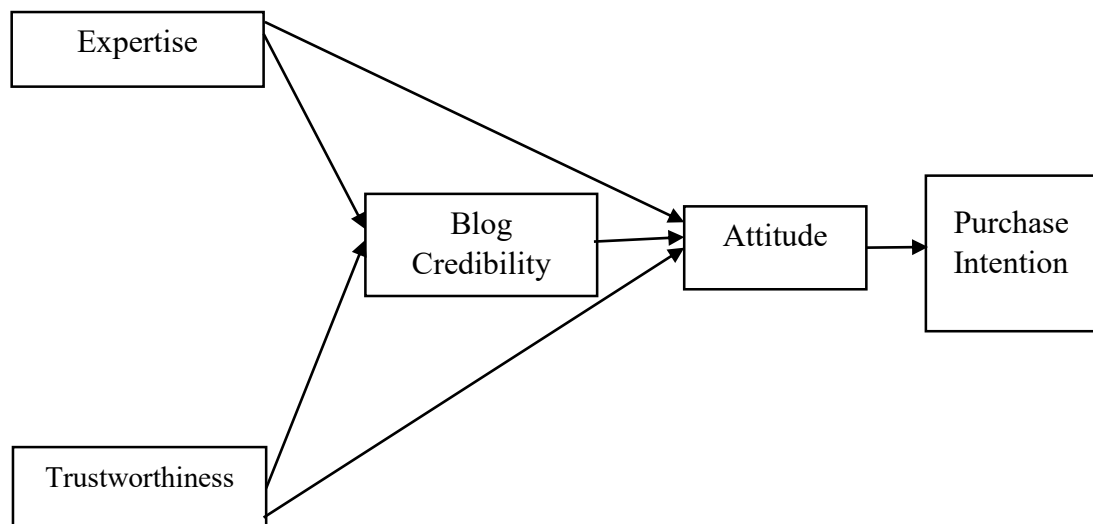


Source: Kalu (2019)

Figure 2.3 The Impact of Social Media Influencer Marketing on Purchase Intention from an Irish Male Millennial’s Perception in Irish Fashion Industry

In this analysis, social media influencers emerge as a highly influential alternative source of entertainment for the target audience. The findings indicate that the physical attractiveness of influencers significantly affects consumers’ purchase intentions, suggesting that visual appeal plays an important role in shaping buying behavior.

Park and Kim (2018) examined consumers’ perceptions of blog credibility and their attitudes toward brands recommended by bloggers, focusing on the influence of perceived blogger expertise, trustworthiness, and product type. The conceptual framework of this study is illustrated in Figure 2.4.

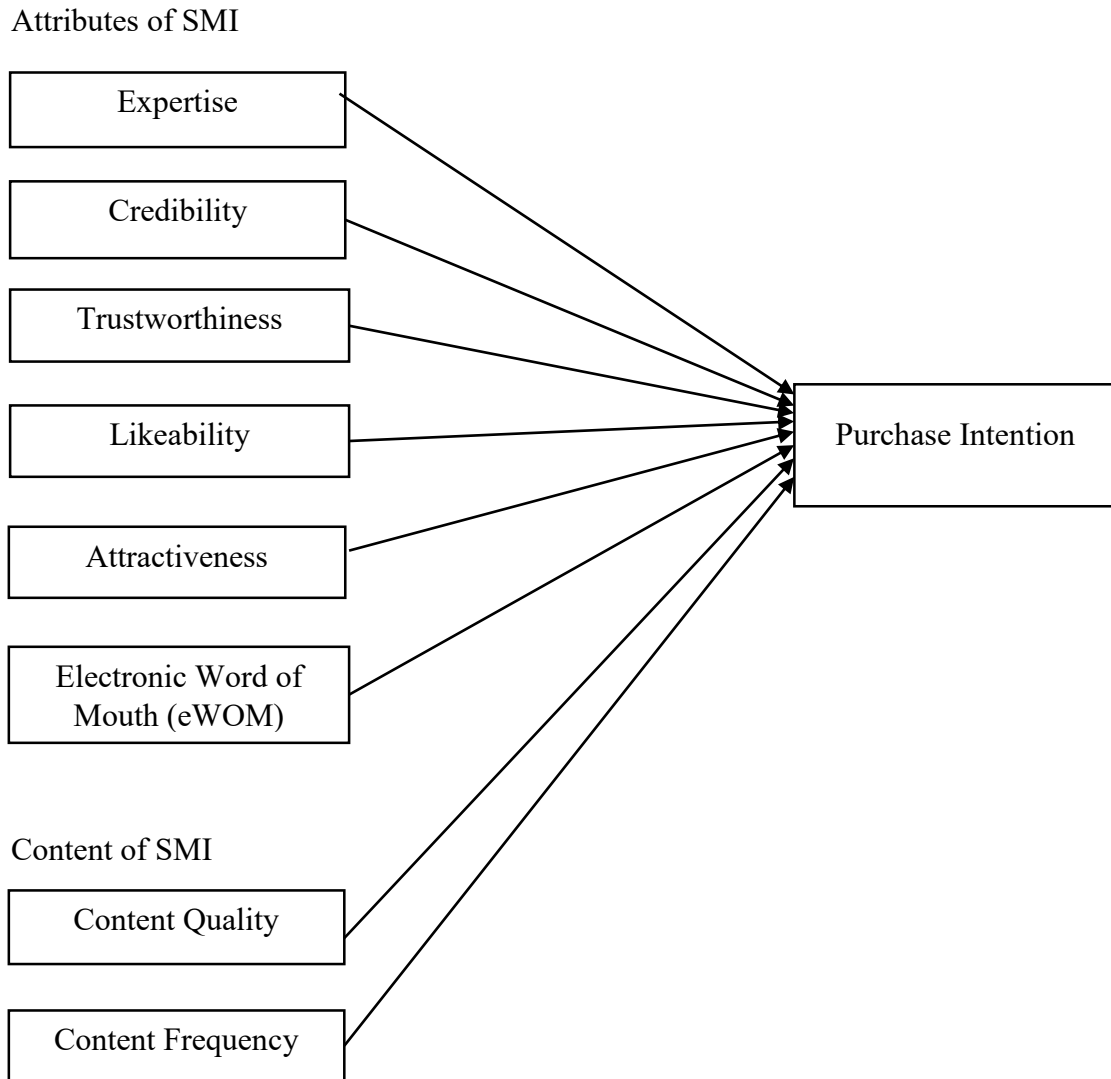


Source: Park and Kim (2018)

Figure 2.4 Consumer’s Blog Credibility and Attitude Toward Blogger’s Recommended Brand

As presented in Figure 2.4, the findings indicate that perceived trustworthiness and expertise in blog content positively influence blog credibility, with trustworthiness exerting a stronger effect than expertise.

Caio (2025) examines the impact of digital influencers' characteristics on consumer purchase intentions within the Portuguese cosmetics industry. The study is based on a conceptual model incorporating expertise, credibility, trustworthiness, likeability, attractiveness, electronic word-of-mouth (eWOM), content quality, and content frequency, and it investigates how these factors shape consumer purchasing intentions. The conceptual framework proposed by Caio (2025) is illustrated in Figure 2.5.



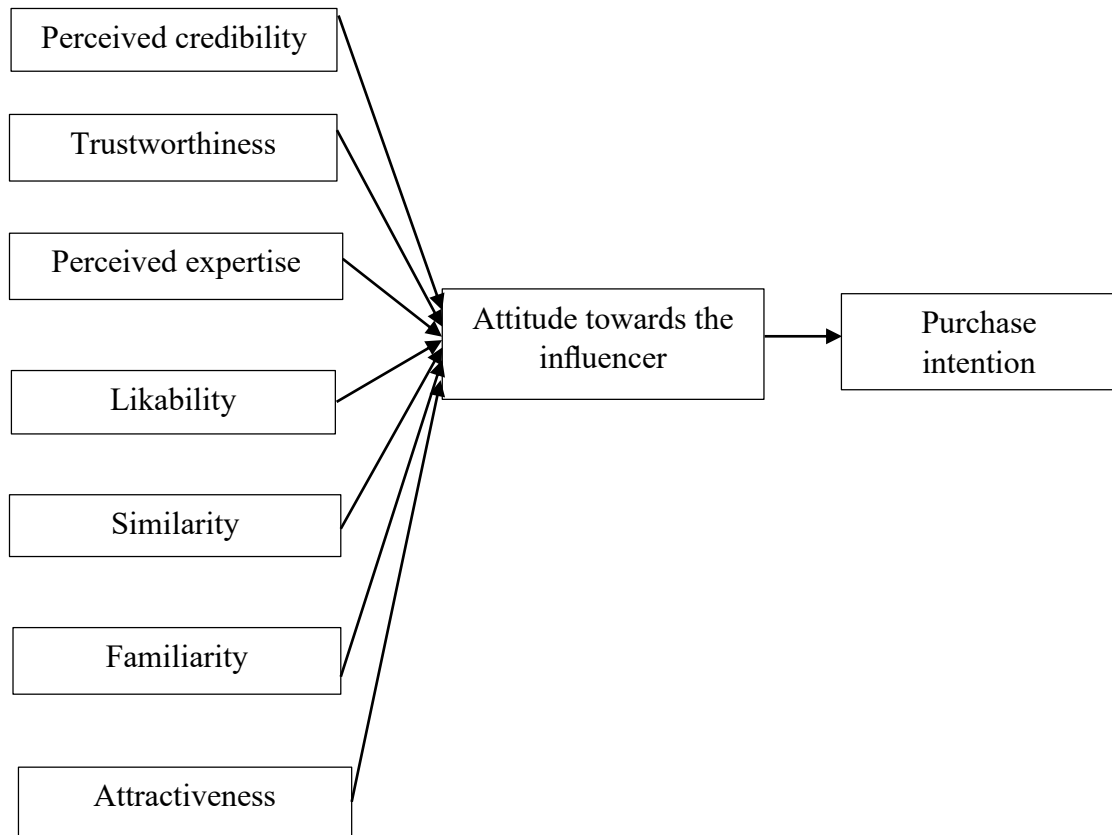
Source: Caio (2025)

Figure 2.5 The Impact of Social Media Influencer Characteristics on Consumer Purchase Intentions in the Makeup Industry

The findings of the study reveal that, within the Portuguese makeup market, only three social media influencer attributes content frequency (identified as the strongest predictor), electronic word-of-mouth (eWOM), and credibility have a statistically significant positive effect on consumer purchase intention. Interestingly, likeability demonstrated a significant but negative relationship with purchase intention. In contrast, other characteristics such as expertise, trustworthiness, attractiveness, and content quality, although initially showing positive correlations, were not confirmed as significant predictors in the regression analysis.

Magano et al. (2022) investigated how attitudes toward influencers mediate the relationship between perceived credibility, trustworthiness, expertise, likeability, similarity, familiarity, and attractiveness on one side, and purchase intention on the

other. The conceptual framework proposed by Magano et al. (2022) is illustrated in Figure 2.6.



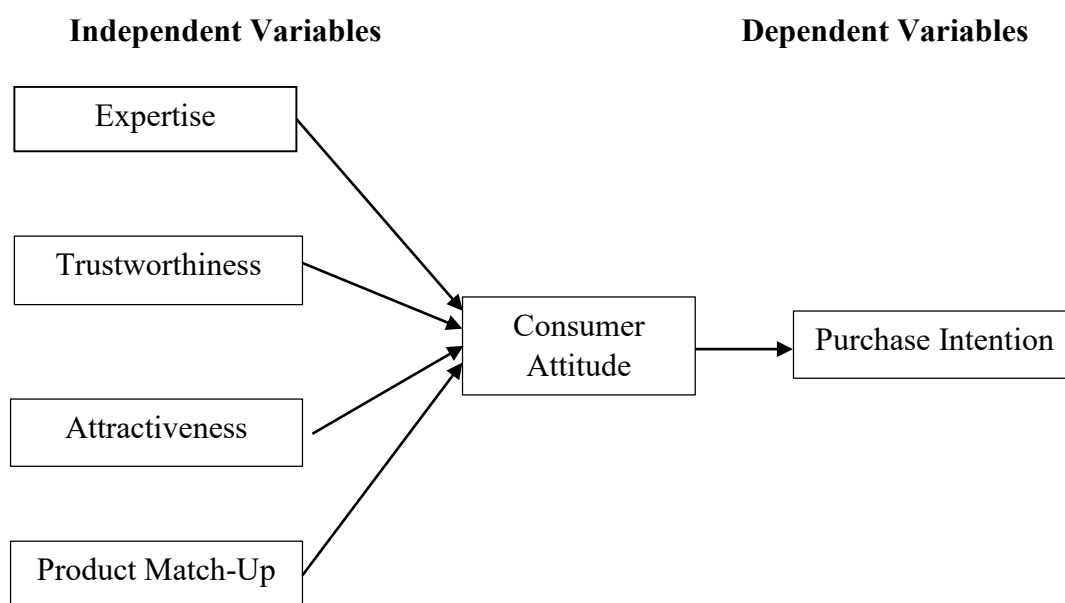
Source: Magano et al. (2022)

Figure 2.6 Attitudes Toward Fashion Influencers as a Mediator of Purchase Intention

The study reveals that attitude toward the influencer plays a key role in determining purchase intention, and this attitude is influenced by factors such as perceived competence, similarity, and closeness as perceived by consumers. Accordingly, to encourage consumers to purchase a product, influencers need to consider key attributes including credibility, trustworthiness, expertise, similarity, and familiarity with the product or service. The remaining references are provided in the appendices.

2.10 Conceptual Framework of the Study

A conceptual framework visually describes the relationships between variables defined in research, deriving from theoretical foundations and literature reviews. This model explains how independent variables affect a dependent variable. The conceptual framework of this study is shown in Figure 2.7.



Source: Own Complication Based on Previous Study (2026)

Figure 2.7 Conceptual Framework of the Study

According to Figure 2.7, the framework is designed to explore how the combined effects of source credibility dimensions (expertise, trustworthiness, attractiveness) and product match-up influence consumer attitudes and their purchase intention towards Hearty Heart cosmetics in Mandalay. Based on empirical study results, expertise, trustworthiness, attractiveness and product match-up are the independent variables, while consumer attitude is the dependent variable. To examine the effect of customer attitude on purchase intention, the independent variable is customer attitude and the dependent variable is purchase intention.

2.11 Hypotheses of the Study

The purpose of this Study is to examine the effect of social media influencers on consumer attitude and purchase intention towards Hearty Heart Cosmetics. The hypotheses of the study are as follows:

- H₁: Expertise has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.
- H₂: Trustworthiness has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.
- H₃: Attractiveness has a significant effect on consumer attitude towards Hearty Heart cosmetics.
- H₄: Product match-up has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.

H₅: Consumer attitude toward the influencer has a significant positive effect on purchase intention towards Hearty Heart cosmetics.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methodology. Methodology refers to the various methods and techniques used when this study is carried out. This chapter includes research design, research process, data collection, sampling design, and questionnaire design and data analysis. In the section of data analysis, descriptive statistics, reliability test of variables, correlation analysis, multiple regression analysis and simple regression analysis are presented.

3.1 Research Design

A research design serves as a well-organized plan that explains the overall strategy, methods, and procedures used to gather and analyze data in order to answer research questions or test hypotheses. It acts as a guideline for conducting the study, helping to ensure that the findings are reliable, valid, and relevant (Alharahsheh & Pius, 2020). Research design is important because it directs the research process, supports accurate data collection, and allows for meaningful interpretation of the results.

Research design can also be described as a framework that combines different research methods and techniques in a logical way so that the research problem can be effectively addressed (Khanday, 2019). It plays a key role in making sure the study achieves its objectives and properly answers the research questions.

In this study, a quantitative research design was adopted, using statistical techniques. More specifically, both descriptive and causal research designs were applied to examine how factors such as expertise, trustworthiness, and attractiveness influence consumers' purchase intention toward Hearty Heart cosmetics.

The study relied on both primary and secondary data sources. Primary data were collected through a structured questionnaire using a 7-point Likert scale to measure respondents' level of agreement with statements related to the variables. Secondary data were gathered from reliable sources such as academic journals, textbooks, research articles, and credible online materials to support the theoretical framework and provide background information.

The collected data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis to identify relationships between the

independent variables and the dependent variable (purchase intention). In addition, reliability analysis was conducted to ensure the internal consistency of the measurement items.

Therefore, this research design provides a systematic way to understand the purchasing behavior of Hearty Heart cosmetic users and offers a solid basis for drawing valid and generalizable conclusions.

3.1.1 Research Process of the Study

A research process is a systematic series of steps used to identify a problem, collect and analyze data, and draw conclusions. According to John (2014), the research process involves collecting, analyzing, and interpreting data to understand a research problem.

The research process for this study comprises three interconnected phases Kumer (2019): (1) formulation of the theoretical model, (2) data collection, and (3) data analysis employing statistical analysis. This study investigates the effect of social media influencers on consumer attitude and purchase intention towards Hearty Heart cosmetics.

This is subsequently followed by empirical data collection and statistical analysis to evaluate the factors affecting consumer attitude and purchase intention towards Hearty Heart cosmetics. Table 3.1 illustrates the research framework of this study.

Table 3.1 Research Process of Study

Step 1: Literature Review and Conceptualization of Influencing Factors
- Conduct a comprehensive literature review on social media influencers, source credibility model, and consumer behavior in the cosmetics industry. - Identify and define the independent variables: expertise, trustworthiness, attractiveness, and product match-up. - Define the dependent variable: consumer attitude and purchase intention toward Hearty Heart cosmetic products. - Develop the conceptual framework illustrating the relationships between influencer characteristics, consumer attitudes, and purchase intention.
Step 2: Instrument Development and Data Collection

Table 3.1 Research Process of Study(Cont.,)

- Develop a structured questionnaire using validated measurement scales for each construct, measured or 7-point Likert scale. - Conduct a pilot test to ensure clarity, reliability, and validity of the questionnaire. - Distribute the questionnaire to 311 respondents who are users aware of Hearty Heart through influencers in the Hearty Heart Facebook group. - Apply appropriate sampling technique.
Step 3: Data Analysis and Interpretation
- Use SPSS to analyze the collected data. - Apply descriptive statistics (frequency, percentage, mean, and standard deviation) to summarize respondents' demographic characteristics and key variables. - Conduct reliability testing using Cronbach's Alpha to ensure the internal consistency of the measurement scales. - Perform correlation analysis to examine the relationships among expertise, trustworthiness, attractiveness, product match-up, consumer attitudes, and purchase intention. - Apply multiple regression analysis to determine the effect of influencer characteristics (expertise, trustworthiness, attractiveness, and product match-up) on consumer attitudes. - Further conduct simple linear regression analysis to examine the effect of consumer attitudes on purchase intention. - Interpret the findings and discuss their implications for marketing strategies in the Hearty Heart cosmetic context.

Source: Own Compilation (2026)

This research process outlines a systematic process of reviewing literature, collecting survey data from 311 respondents, and using SPSS to analyze how influencer characteristics directly impact consumer attitudes and purchase intentions.

3.1.2 Data Collection

This study utilized both primary and secondary data sources. Primary data were collected through a structured questionnaire from 311 users who followed Hearty Heart cosmetic products through influencers on the Hearty Heart Facebook page. The survey was conducted from February 1 to February 28, 2026, using Google Forms among users who liked the Hearty Heart Facebook page. The results indicated satisfactory reliability, confirming the suitability of the questionnaire for the main study on consumer attitudes and purchase intention toward cosmetic products. All items were measured using a seven-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree,” to examine the influence of influencer characteristics on consumer attitudes and purchase intention. Therefore, primary data for this study were collected using a structured questionnaire to ensure consistency and reliability in the data collection process. Secondary data included relevant information from websites and previous research studies.

3.2 Sampling Design

A sampling design refers to a clear and structured plan for selecting a sample from a given population (Rashid, 2020). It involves the methods or procedures used by the researcher to choose participants, as well as determining the appropriate sample size. This design is established before the data collection process begins and is essential for ensuring the accuracy and validity of the research results. Some sampling techniques are more practical and reliable than others, it is important for researchers to select a method that best fits the nature and objectives of their study (Kothari, 2004).

There are two primary types of sampling methods: probability sampling and non-probability sampling (Kothari, 2004). In probability sampling, each member of the population has a known and measurable chance of being selected. On the other hand, non-probability sampling does not provide such probability estimates. When the goal is to generalize findings to a larger population, probability sampling is generally considered more appropriate and statistically reliable.

To determine the sample size, the total number of individuals who liked the Hearty Heart Facebook page, which was 36,000 followers in February 2026, was considered. The sample size was determined using Yamane’s (1967) formula with a 0.05% margin of error, as shown below:

$$k = \frac{N}{n}$$

$$k = \frac{36000}{300}$$

$$k = 120$$

Where:

n = Sample size

N = Population size

e = Margin of error (0.05)

In this study, a systematic sampling method was employed to select the participants. From a total population of 36,000 followers of the Hearty Heart Facebook page, a sample size of 300 respondents was determined. Based on the population size and the required sample, a sampling interval (k) of 120 was established. Participants were then systematically selected and invited to complete the survey via Google Forms to ensure a representative distribution of the data. A total of 311 questionnaires were fully completed and included in the final analysis. Therefore, the final sample size of 311 respondents was considered adequate for the study.

3.3 Questionnaire Design

According to Bryman and Bell (2011), questionnaires can be conducted using either quantitative or qualitative approaches. Christensen et al. (2010) also pointed out several benefits of questionnaires, emphasizing that they are easy and quick to distribute to a large number of respondents, and participants can complete them at their own convenience.

For this study, the questionnaire was carefully designed to gather reliable information on the factors affecting consumer purchase intention toward Hearty Heart cosmetics. A 7-point Likert scale was used in the survey, enabling respondents to indicate their level of agreement or disagreement with each statement, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

The questionnaire items were adapted from previous studies, and the details of these measurement items are presented in Table 3.2.

Table 3.2 Variables in the Questionnaire

Sr No.	Variables	No. of Item	Researchers
1	Expertise	5	Ohanian(1990); Erdogan (1999), McGinnies and Ward(1980)
2	Trustworthiness	5	Ohanian,(1990); Wu and Lee(2012),
3	Attractiveness	5	Ohanian (1990)
4	Product Match-Up	7	Erdogan(1999); Till and Busler(1998), Kamin, Misra and Beatty(1990).
5	Consumer Attitude	14	Rana and Malik (2019), Kaplan and Haenlein(2010)
6	Purchase Intention	9	Goyal(2014); Vineyard(2014

Source: Previous Studies

The questionnaire was developed by first clearly identifying the main objectives of the study, which aimed to examine how key factors such as expertise, trustworthiness, attractiveness, and product match-up affect consumer attitude and purchase intention. The target population consisted of Hearty Heart users who are members of the Hearty Heart Facebook page. To gain a better understanding of respondents' backgrounds and purchasing behaviors, nine demographic questions were included at the beginning of the survey, covering aspects such as age, education level, occupation, time spent on social media, types of cosmetics purchased, and use of online platforms.

The main section of the questionnaire focused on measuring the four influencing factors (expertise, trustworthiness, attractiveness, and product match-up), along with consumer attitude and purchase intention as the dependent variable. In total, 43 items were designed to capture these constructs in detail. Each factor was measured through a set of carefully developed statements. Expertise included five items related to the influencer's knowledge, experience, and competence regarding the product. Trustworthiness included five items related to honesty, credibility, and reliability.

Attractiveness was measured with five items through aspects such as physical appearance, personality, and overall appeal. Product match-up consists of seven items to examine how well the influencer's image aligned with the brand or product characteristics. Consumer attitude was evaluated with fourteen items based on respondents' overall feelings and evaluations toward the product, while purchase intention was measured with nine items through respondents' likelihood and willingness to purchase the product in the future. All items were measured using a Likert scale to ensure consistency and reliability.

3.4 Data Analysis Method

Data analysis refers to the systematic use of statistical and logical techniques to organize, summarize, and interpret data in order to draw meaningful conclusions and support decision-making. Kothari (2004) explained that data analysis includes processes such as editing, coding, classifying, and tabulating data to ensure accuracy and make interpretation easier. It enables researchers to identify patterns, test hypotheses, and examine relationships among variables. In quantitative research, data analysis plays a vital role in validating theories and determining the significance of results obtained from empirical data.

The purpose of this study was to investigate how four independent variables influence the dependent variables, namely consumer attitude and purchase intention, in the context of Hearty Heart users' shopping behavior. Primary data were collected through a structured questionnaire distributed to a sample of 311 respondents from the Hearty Heart Facebook page during 2025-2026 people who liked the Hearty Heart Facebook page.

Before proceeding with the main analysis, the collected data were checked for completeness and consistency. Descriptive statistics were then applied to examine respondents' demographic profiles, including age, education, occupation, and time spent on social media. Measures such as frequency, percentage, mean, and standard deviation were used to summarize both participant characteristics and their overall perceptions of each variable.

To ensure the reliability and internal consistency of the measurement scales, Cronbach's alpha was used. A value of 0.70 or higher was considered acceptable, indicating that the items within each construct consistently measured the same concept.

Furthermore, multiple regression analysis was conducted to assess the impact of the four independent variables on purchase intention. This method is appropriate for determining both the strength and statistical significance of each variable's effect on the dependent variable. The regression results, including coefficients, R^2 values, and significance levels, were used to evaluate the explanatory power of the model.

All questionnaire items were measured using a 7-point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). According to Best (1997), the interpretation of mean scores for attitude measurement using a 7-point Likert scale is as follows:

- 1.0 to 1.80 –Strongly Disagree
- 1.81 to 2.60 –Disagree
- 2.61 to 3.40 – Somewhat Disagree
- 3.41 to 4.20 – Neutral
- 4.21 to 5.00 –Somewhat Agree
- 5.01 to 5.80 – Agree
- 5.81 to 7.00 – Strongly Agree

3.4.1 Reliability Analysis

Before conducting multiple linear regression analysis, the reliability of the proposed variables was first evaluated using Cronbach's Alpha. This measure was applied to assess the internal consistency of the measurement scales. Cronbach's Alpha is a widely recognized statistical technique for determining how closely related a set of items are within a construct, thereby providing a reliable estimate of scale consistency (Cronbach, 1951).

The value of Cronbach's Alpha ranges from 0 to 1, with higher values indicating stronger internal consistency among the items. Generally, an alpha value of 0.9 and above is considered excellent (highly reliable), values between 0.8 and 0.9 are regarded as good (very reliable), values from 0.7 to 0.8 are acceptable (satisfactory reliability), values between 0.6 and 0.7 are considered questionable (moderate reliability), values from 0.5 to 0.6 indicate poor reliability, and values below 0.5 are considered unacceptable (George & Mallery, 2016). However, these thresholds may vary depending on the type of research, the number of items, and the nature of the constructs being measured.

3.4.2 Correlation Analysis

Correlation analysis is a statistical method used to examine the relationship between two or more variables. It helps determine how strongly variables are associated with one another. The result is expressed through a correlation coefficient, which ranges from -1 to +1, where values closer to either extreme indicate a stronger relationship.

According to Gujarati and Porter (2009), there are three main types of correlation methods: Pearson correlation, Spearman correlation, and Kendall rank correlation. Among these, Pearson correlation is the most widely used. It is also known as Pearson's r , bivariate correlation, or the Pearson product-moment correlation coefficient (PPMCC). Pearson correlation is considered a descriptive statistic because it summarizes the relationship between variables by indicating both the strength and direction (positive or negative) of a linear relationship between numerical variables. Additionally, Turney (2022) noted that it can also function as an inferential statistical tool, helping researchers determine whether the observed relationship is statistically significant. In this study, Pearson correlation (r) was applied because the data were measured at the interval level (Tabachnick & Fidell, 2007). The strength of the relationship between variables was interpreted based on the following scale (Tabachnick & Fidell, 2007): +1 (-1) refers to perfect positive (negative) correlation.

- 0.70 to 0.99 (-0.70 to -0.99) refers to very strong positive (negative) correlation.
- 0.50 to 0.69 (-0.50 to -0.69) refers to strong positive (negative) correlation.
- 0.30 to 0.49 (-0.30 to -0.49) refers to moderate positive (negative) correlation.
- 0.10 to 0.29 (-0.10 to -0.29) refers to weak positive (negative) correlation.
- 0 to 0.09 (0 to -0.09) refers to no correlation or negligible correlation.

3.4.3 Multiple Regression Analysis

According to Hair et al. (2011), multiple regression analysis is used to examine the relationship between several independent variables and a single dependent variable, as well as to determine the individual contribution of each predictor. It is a statistical technique that estimates the linear relationship between a dependent variable and multiple independent variables assumed to be measured without error. Multiple linear regression (MLR), an extension of the ordinary least squares (OLS) method, is applied to predict the dependent variable based on several explanatory variables. In this study, the model fit was assessed using R-squared and Adjusted R-squared values, while the

significance of individual predictors was evaluated through t-tests and standardized beta coefficients. The F-test is used to examine the overall significance of the regression model by determining whether all independent variables jointly have a statistically significant effect on the dependent variable. In contrast, the t-test assesses the individual significance of each independent variable while controlling for the effects of the other variables in the model.

The general form of the multiple regression model applied in this study is presented as follows:

$$Y_i = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \beta_3 X_{i3} + \dots + \beta_k X_{ik} + \varepsilon_i$$

Where:

$$i = 1, 2, 3, \dots, n$$

$$j = 1, 2, 3, \dots, k$$

Y_i = i^{th} observation of the dependent variable

X_{ij} = i^{th} observation of the j^{th} independent variable

β_0 = Constant

β_j = Regression coefficient

ε_i = i^{th} independent identically distributed normal error

Assumptions of Multiple Linear Regression

In this study to practice the multiple linear regression analysis, the following assumptions were checked. To ensure that regression analysis is valid, this study uses the five known assumptions of multiple regressions namely; linearity, heteroscedasticity, normality, multicollinearity, and outliers.

Linear relationship: Multiple linear regression needs the relationship between the independent variables and the dependent variable to be linear. The linearity assumption can best be tested with scatter plots. It is also important to check for outliers since multiple linear regression is sensitive to outlier effects. This assumption can be tested by going back to the data file and looking at the Cook's distance values. If Cook's distance values are under 1, it suggests that individual cases were not unduly influencing the model.

Homoscedasticity: Multiple linear regression analysis assumes homoscedasticity. The scatter plot is a good way to check whether homoscedasticity that is the error terms along the regression line are equal.

Multivariate normality: Multiple linear regression analysis requires all variables to be normal. This assumption can be checked with a histogram and fitted normal curve or a P-P-Plot.

Multicollinearity: Multiple linear regression assumes that there is little or no multicollinearity in the data. Multicollinearity occurs when the independent variables are not independent from each other. A second important independence assumption is that the error of the mean is uncorrelated; that is the standard mean error of the dependent variable is independent from the independent variables. Multicollinearity is checked by Variance Inflation Factors (VIF)- the variance inflation factors of the linear regression are defined as $VIF=1/T$. Similarly, with $VIF>10$ there is an indication for multicollinearity to be present.

3.4.4 Simple Linear Regression

Simple linear regression is a statistical method used to estimate the relationship between one independent variable and one dependent variable using a straight line. It helps determine how strong the relationship is between the two variables and the predicted value of the dependent variable at a specific value of the independent variable. This analysis allows the researcher to evaluate the strength, direction, and significance of the relationship between the variables. The formula for a simple linear regression is:

$$Y_i = \beta_0 + \beta_1 X_1 + \varepsilon_i$$

Whereby, Y_i = dependent variable

β_0 = intercept

β_1 = regression coefficient

X_1 = independent variable

ε_i = error of the estimate

If β_1 is positive and significant, it means that while the independent variable increases, the dependent variable also increases.

Assumption of Simple Linear Regression

To ensure the validity and reliability of a simple linear regression analysis, several key assumptions must be met. These assumptions guarantee that the estimated relationship between the independent and dependent variables is accurate and applicable to the broader population. The main assumptions are as follows:

Linear relationship: The relationship between the independent variable (X) and the dependent variable (Y) must be linear. This means that changes in the independent variable lead to proportional changes in the dependent variable.

Independence of Errors: The residuals (errors) of the regression model should be independent of each other. This means that the error term for one observation should not be correlated with the error term for any other observation.

Homoscedasticity: The variance of the error terms should be consistent across all levels of the independent variable. If the spread of the residuals widens or narrows as the independent variable changes, it indicates heteroscedasticity, which violates this assumption.

Normality of Residuals: The residuals of the regression model should be roughly normally distributed. This can be checked with histograms, P-P plots, or statistical tests like the Shapiro-Wilk test. Although this assumption is less important with larger samples, it still matters for accurate hypothesis testing.

CHAPTER 4

EMPIRICAL DATA ANALYSIS

This chapter highlights respondent demographic profiles, consumer attitude toward each of variables, correlation between the independent and dependent variable, effects of mediating variable on consumer attitude, effects of consumer attitude on consumer purchase intention and result of hypothesis testing.

4.1 Demographics Characteristics of Respondents

This section outlines the respondents' demographic profiles, namely age, education, cosmetic purchase behavior, period of follow social media influencers, favored social media influencers, preferred products and on-line media usage. Detailed presentation of the respondents with varying demographics profiles was presented through Table 4.1 to 4.8.

4.1.1 Gender of Respondents

For the respondent's gender, it can be categorized into male and female. The respective percentages distribution is illustrated in Table 4.1.

Table 4.1 Gender of Respondents

Sr. No.	Gender	Frequency	Respondent
1	Male	51	16.4
2	Female	260	83.6
	Total	311	100

Source: Survey Data (February, 2026)

The result shows that most of the respondents is female as a number of female respondents is 260, is 83.6% of the total samples. The survey indicates that the rest of the respondents, which is 51 individuals, is 16.4% of the total sample is male. It can be clearly identified from the data that respondents are mostly women. Such higher percentage is logical as cosmetics is an industry, women has been representing as a main customer historically.

4.1.2 Age of Respondents

The age of the respondents was categorized into four separate groups which were 18-22 years old, 23-27 years old, 28-31 years old and 32-35 years old. Table 4.2 indicates the percentage distribution of the respondents per age group.

Table 4.2 Age of Respondents

Sr. No.	Age (Year)	Frequency	Percentage
1	18-22	176	56.6
2	23-27	93	29.9
3	28-32	15	4.8
4	33-37	27	8.7
	Total	311	100

Source: Survey Data(February, 2026)

From the above Table 4.2, over 50% of the total respondent aged between 18 and 22 years old, a total of 176 people (56.6%). The next highest age is between 23 and 27 years old, a total of 93 people (29.9%), the age between 28 and 32 years old are only 15 people (4.8%). Last age group of 33-37 years old have 27 people (8.7%). As can be concluded from the finding, Hearty Heart cosmetic products mostly attracted younger age groups, the age group that is in the early adulthood. Young people have greater exposure on media content of beauty information, on-line trends and social media information. So, they would have greater interests on the cosmetic products presented on those on-line platforms.

4.1.3 Educational Background of Respondents

There were several levels to describe the education of respondents in this study include primary, middle, high school, under-graduate, diploma, bachelor, master, others, etc. The education levels of respondents were summarized in Table 4.3.

Table 4. 3 Educational Background of Respondents

Sr. No.	Educational Background	Frequency	Percentage
1	High School	12	3.86
2	Undergraduate	171	54.98
3	Bachelor Degree	104	33.44
4	Master Degree	16	5.14
5	Other	8	2.57

	Total	311	100
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Source: Survey Data (February, 2026)

Table 4.3 illustrates the educational backgrounds of the respondents. Among the participants, 12 respondents (3.9%) completed high school education, 171 respondents (55%) were at the undergraduate level, 104 respondents of the respondents were bachelor and it represents 33.4%, and 16 respondents were master degree and it represents 5.1% and 8 respondents were other (diploma and PhD) and represents 2.6%. According to the data, the majority of Hearty Heart consumers are undergraduates. This is because university students prioritize products that are budget-friendly, offer high quality, and feature aesthetic packaging.

4.1.4 Occupation

Table 4.4 indicates the occupation of the respondents. . The occupations are categorized into student, private sector employee, government employee, self-employed, and others. The distribution of respondents according to their occupations is illustrated in Table 4.4.

Table 4.4 The respondents' occupation

Sr. No.	Occupation	Frequency	Percentage
1	Student	197	63.3
2	Private sector employee	50	16.1
3	Government employee	30	9.6
4	Self-employed	26	8.4
5	Other	6	2.6
	Total	311	100

Source: Survey Data (February, 2026)

As shown in Table 4.4, the occupational status of the respondents was examined, and the findings indicate that 197 respondents were students, accounting for 63.3% of the total participants, 50 respondents were private sector employees and it representing 16.1 %, 30 respondents were government employees and it representing 9.6%, 26 respondents were self-employed and it representing 8.4 % and 6 respondents were other types of jobs (housewife) and it represents 2.6%. According to the data, most of the respondents were students because university students prioritize products that are budget-friendly, offer high quality, and feature aesthetic packaging.

4.1.5 Monthly Income (Kyats)

Table 4.5 presents the monthly income levels of the respondents. The income categories are classified into under 200,000 Kyats, 200,001–300,000 Kyats, 300,001–400,000 Kyats, 400,001–500,000 Kyats, and above 500,000 Kyats. The distribution of respondents based on their monthly income is illustrated in Table 4.5.

Table 4.5 Monthly Income

Sr. No.	Income(Kyats)	Frequency	Percentage
1	$\leq 200,000$	68	21.9
2	Between 200,001 and 300,000	114	36.7
3	Between 300,001 and 400,000	67	21.5
4	Between 400,001 and 500,000	39	12.5
5	$\geq 500,000$	22	7.4
	Total	311	100

Source: Survey Data (February, 2026)

According to Table 4.5, the largest proportion of respondents earn a monthly income of less than or equal 200,000 Kyats, accounting for 42.7% of the total respondents. This is followed by respondents with a monthly income between 200,001 and 300,000 Kyats, representing 36.4%. The results indicate that a considerable number of consumers belong to the lower- to middle-income groups. Despite their income levels, many consumers are still willing to purchase Hearty Heart cosmetic products, this is because the brand offers reasonable prices and makes its products accessible to consumers from different income categories.

4.1.6 Time Spend on Social Media

Table presents the respondents' daily time spent on social media platforms. The categories are classified into less than 1 hour, 1–3 hours, 3–5 hours, 5–7 hours, 7–9 hours, and above 9 hours. The distribution of respondents based on their social media usage is illustrated in Table 4.6.

Table 4.6 Time Spend on Social Media

Sr. No.	Particular	Frequency	Percentage
1	Less than 1 hour	15	4.8
2	1-3 hour	67	21.5
3	3-5 hour	109	35.0

4	5-7 hour	75	24.1
5	7-9 hour	31	10.0
6	Above 9 hours	14	4.5
	Total	311	100

Source: Survey Data (February, 2026)

The results presented in Table 4.6 indicate that the largest proportion of respondents (35.0%) spend between 3 and 5 hours per day on social media. This is followed by 24.1% of respondents who reported using social media for 5 to 7 hours daily. Beyond that, 21.5% of participants spend between one to three hours a day using social media sites and 10% of respondents said that they spend 7-9 hours a day using them. There are only 4.8% using them less than an hour a day and the lowest percentage, 4.5% spent over 9 hours a day using them. What this tells us is that the majority of people interviewed were spending a substantial or extreme amount of time each day using social media and that it plays a prominent role in their life and how they communicate with others as the majority of university students are constant daily users of their cell phone and the services on them for everything from researching for school work and browsing social media.

4.1.7 Respondents Advertising Preference

The following Table represent type of advertisement that respondent preference. This includes: traditional advertisement (television, newspaper, billboard, radio) and digital advertisement(online, social media, website). The distribution of respondents according to their advertising preferences is presented in Table 4.7.

Table 4.7 Respondents Advertising Preference

Sr. No.	Advertisement	Frequency	Percent
1	Traditional advertisement	26	8.4
2	Digital advertisement	285	91.6
	Total	311	100

Source: Survey Data(February, 2026)

The results presented in Table 4.7 indicate that the vast majority of respondents (91.6%) prefer digital advertisements, whereas only a small proportion (8.4%) prefer traditional advertisements. This significant difference highlights a strong inclination toward digital platforms among respondents. The findings show that digital advertising

plays a dominant role in shaping respondents' preferences and engagement. This is because smartphones have become an essential part of everyone's daily life.

4.1.8 Hearty Heart Brand Influencer

The following Table 4.4 presents the influencer who raises awareness of Hearty Heart cosmetic products Heart. The influencers include: Phway Phway, Yoon Wadi Lwin Moe, May Toe Khaing, Moe, Cos, Ameral Nyein, Bonnie, and other. The number of respondents by their top-of-mind influencer for Hearty Heart are shown in Table 4.8.

Table 4.8 Hearty Heart Brand Influencer

Sr. No.	Social Media Influencer	Frequency	Percentage
1	Phway Phway	214	68.8
2	Yoon Wadi Lwin Moe	44	14.1
3	May Toe Khaing	29	9.3
4	Cos	15	4.8
5	Ameral Nyein	4	1.3
6	Moe	3	1.0
7	Bonnie	2	0.6
	Total	311	100

Source: Survey Data (February, 2026)

Table 4.8 presents the distribution of social media influencers associated with the Hearty Heart brand as perceived and identified by the respondents. According to the findings, Phway Phway is the most prominent influencer, with a significant majority of 214 respondents (68.8%) identifying her. Next is Yoon Wadi Lwin Moe which is been recognized by 44 people (14.1%) and the third influencer is May Toe Khaing which has been recognized by 29 people (9.3%). The list is followed by Cos (4.8%), Ameral Nyein (1.3%), Moe (1.0%), and Bonnie (0.6%). This is less significant in the percentage of people that recognize these influencers.

The finding in the Hearty Heart brand is that Phway Phway is dominant in terms of influencer. With her recognition percentage, her being an endorser and influencer for Hearty Heart has been recognized. This is because Phway Phway has almost 20 years of being in the industry.

4.1.9 Category of Cosmetics That Respondents Bought from Hearty Heart Cosmetics

The following Table 4.9 presents the different categories of cosmetic products that respondents purchased from Hearty Heart. The categories include: foundation, lipstick, sunscreen, eyeliner, eyebrow pencil, mascara, blusher, facial form, powder pad, toner, serum.

Table 4.9 Category of Cosmetics

Sr. No.	Particulars	Frequency	Percentage
1	Lipstick	132	42.4
2	Foundation	45	14.5
3	Sunscreen	30	9.6
4	Facial Form	30	9.6
5	Toner	20	6.4
6	Eyeliner	16	5.1
7	Serum	16	5.1
8	Mascara	10	3.2
9	Eyebrow Pencil	6	1.9
10	Blusher	4	1.3
11	Powder Pad	2	0.6
	Total	311	100

Source: Survey Data (February, 2026)

Table 4.9 presents the distribution of cosmetic product categories purchased by respondents from the Hearty Heart brand. Among the products purchased, lipstick has been the most sought after among the surveyed individuals (42.4% or 132 respondents), followed by foundation (14.5% or 45 respondents). Both sunscreen and facial foam form part of the majority (9.6% or 30 respondents). The toner has captured 6.4% of the consumers (20 respondents), eyeliner and serum are similarly popular among consumers (5.1% or 16 respondents each). Mascara (3.2%), eyebrow pencil (1.9%), blusher (1.3%) and powder pad (0.6%) constitute the smaller part of the consumer purchases. From these figures, lipstick stands out among all other product categories for Hearty Heart in this target market. This also shows that Hearty Heart lip products have been the key consumer product purchases. Therefore, lipstick is the product lead and engages the highest number of consumers compared to other products as the

brand's lipsticks are cheap to purchase and portable and the lipsticks can be purchased in small packets and consumers need not purchase in whole bottle.

4.2 Consumer Perception on Influencing Factors of Hearty Heart Cosmetics

Descriptive statistics were calculated to identify the mean values and standard deviations of the main variables (expertise, trustworthiness, attractiveness and product match-up). Descriptives for the independent variables and dependent variables are shown in Table 4.10 through Table 4.16.

4.2.1 Consumer Perception on Expertise

In this study, the measure of expertise was designed as a set of items aimed to measure respondents' views of social media influencers as knowledge, expertise, and experience in the domain of cosmetic products. The measurement items are measuring the respondents' agreement towards the influencers' proficiency in conveying reliable, precise, and educational product features and usage knowledge. The items used to measure expertise were measured with five items. Table 4.10 indicates the means and standard deviations that represents the level of agreement.

Table 4.10 Customer Perception on Expertise

Sr. No.	Description		Mean	Standard Deviation
1	Influencer Expertise		5.20	1.175
2	Product Review Experience		5.23	1.182
3	Cosmetic Product Knowledge		5.36	1.164
4	Advisory Qualification		5.29	1.202
5	Demonstration and Explanation Skills		5.38	1.149
	Overall Mean		5.29	

Source: Survey Data (February, 2026)

According to Table 4.10, the overall mean value for expertise is 5.29, which is interpreted as a high level of agreement on the measurement scale. This indicated that respondents generally perceive social media influencers in the cosmetic field positively in terms of their expertise. In addition, maximum mean value of 5.38 shows strong

agreement that influencers are capable of effectively demonstrating and explaining cosmetic products. This indicates that the way influencers present and explain products is professional and easy to follow. The minimum mean value is 5.20, relating to the general influencer expertise. These results show that influencers are generally viewed as experts in their field, particularly due to their strong ability to demonstrate products effectively and their in-depth knowledge of the products they promote. The mean value indicates a high level of agreement, while the standard deviation exceeding 1 point to noticeable differences in respondents' views. This variation is likely due to the differing levels of knowledge and understanding of beauty and cosmetic products among Hearty Heart consumers.

4.2.2 Customer Perception on Trustworthiness

The measurement of trustworthiness in this study is based on five items specifically developed to assess the extent to which respondents place trust in cosmetic marketplace and their representatives. These particular items capture respondents' opinion of the reliability, honesty, and dependability of the platforms in delivering products and services as promised. Table 4.11 shows the mean scores and standard deviations that represent respondents' agreement levels regarding trustworthiness.

Table 4.11 Customer Perception on Trustworthiness

Sr. No.	Description	Mean	Standard Deviation
1	Information Dependability	5.21	1.184
2	Honesty in Reviews	5.17	1.150
3	Information reliability	5.33	1.109
4	Sincerity in Opinion	5.00	1.349
5	Recommendation Trustworthiness	5.28	1.134
	Overall Mean	5.20	

Source: Survey Data (February, 2026)

Table 4.11 presents the overall mean value of trustworthiness is 5.20, which falls within the high level of agreement on the measurement scale. This indicates that respondents generally perceive the information and recommendations provided by influencers as reliable and honest. The maximum mean value is 5.33, which shows that respondents agree with the information reliability. This highlights that the audience

views the content shared by influencers as dependable and factually sound. The minimum mean value is 5.00, relating to the sincerity in opinion. These results highlight that influencers have established a solid level of trust with their audience, particularly through the reliability of the information they provide and the trustworthiness of their product recommendations. The mean value indicates a high level of agreement the relatively large standard deviation suggests that respondents do not share completely consistent opinions. This is because consumers' trust in influencers varies according to their age groups.

4.2.3 Customer Perception on Attractiveness

In this research, attractiveness is measured by a multi-item scale measuring to which extent respondents judge the social media influencers to be attractive in terms of physical beauty, likability, and their ability to produce a favorable impression in the targeted group. These questions examine respondents' judgments on the image of their visual appearance, charisma and other qualities that might make a positive impression on the consumers. This multi-item scale measures attractiveness, consists of 5 items, and the Table 4.12 provides respondents' means and standard deviation of their judgments on the attractiveness.

Table 4.12 Customer Perception on Attractiveness

Sr. No.	Description	Mean	Standard Deviation
1	Physically Attractive	5.73	1.083
2	Classy Appearance	5.61	1.087
3	Product Presentation Aesthetics	5.75	1.098
4	Grooming and Styling	5.73	1.124
5	Sexiness	5.70	1.076
	Overall Mean	5.70	

Source: Survey Data (February, 2026)

From the above Table 4.12, attractiveness overall mean is 5.70, which proves high consensus among consumers. Therefore, it implies that consumer's attitudes towards influencers' appearance are significantly high and positive. Specifically, high agreement 5.75 for beauty of the products presentation by influencers proves that the beauty in the products presentation impact the customers' attitudes and opinion.

However, the minimum average 5.61 for classy appearance of influencers shows that physical appearance and elegant of influencers are also very influential towards consumer' attitudes to the Hearty Heart brand. The standard deviation greater than one indicate that respondents have diverse opinions and their responses are widely spread around the mean. This is because perceptions often differ depending on consumers' age groups, lifestyles, and current trends.

4.2.4 Customer Perception on Product Match-up

The assessment of product match-up in this study is based on a set of items specifically developed to measure the level at which respondents perceive a good match with the influencer's image and the attributes of the endorsed product. These items capture respondents' evaluations of the relevance, presentation, and suitability of the influencer in relation to the cosmetic brand being promoted. Product match-up is measured using seven items. Table 4.13 displays the mean scores and standard deviations that represent respondents' levels of agreement regarding product match-up.

Table 4.13 Customer Perception on Product Match-up

Sr. No.	Description	Mean	Standard Deviation
1	Impact on Product Reliability	5.50	1.113
2	Brand Attention Enhancement	5.53	1.201
3	Endorsement Frequency	5.57	1.178
4	Trait-Attribute Congruence	5.03	1.425
5	Brand Representation Suitability	5.48	1.095
6	Naturalness of Pairing	5.54	0.897
	Overall Mean	5.44	

Source: Survey Data (February, 2026)

The overall mean value for product match-up is 5.44, which reflects a strong positive attitude toward this variable according to the Table 4.13. The fact that all of the means above 5 indicates that generally respondents believe there is a high degree of match-up and coherence between the product endorsers and the brands they endorse. And also with the maximum mean value which is 5.57 demonstrates that the frequency with which an influencer endorses a particular product has strong agreement among the respondents. This is to show that the more the influencer is frequently seen with the

product endorses, the stronger the perceived connection with that brand and influencer. The minimum mean value is 5.03 which corresponds to trait-attribute congruence. This reflects that majority of the product match-up effect comes from the frequency of the advertisement made and the goodness of fit of the endorser's persona with the Hearty Heart product. Standard deviation above 1 indicates that the spread of data is high and respondents did not agree with each other, as people's opinions will alter with the changes of current trendy phenomenon.

4.2.5 Perception on Consumer Attitude

In this study, consumer attitude is assessed using a set of items developed to evaluate respondents' overall evaluations and feelings toward the brand. These items measure respondents' perceptions of the brand's appeal, favorability, and the extent to which they hold positive or negative attitudes toward the products. Consumer attitude is measured by 14 items. Table 4.14 shows the mean score and standard deviation of respondents' agreement regarding consumer attitude.

Table 4.14 Perception on Customer Attitudes

Sr. No.	Description	Mean	Standard Deviation
1	Perceived reliability of Hearty Heart cosmetics products	5.51	1.059
2	Perceived suitability of Hearty Heart cosmetics products for all age groups	4.99	1.398
3	Perceived benefits of Hearty Heart cosmetics products for skin health	5.23	1.073
4	Convenience and ease of purchasing Hearty Heart cosmetics products	5.59	1.163
5	Preference for purchasing Hearty Heart cosmetics products	5.50	1.121
6	Satisfaction with purchasing Hearty Heart cosmetics products	5.47	1.086
7	Perception of Hearty Heart cosmetics products as modern	5.41	1.193

8	Pride in using Hearty Heart cosmetics at a reasonable price	5.46	1.171
9	Influence of cosmetic knowledge on choosing Hearty Heart cosmetics	5.38	1.182
10	Influence of perceived safety on choosing Hearty Heart cosmetics	5.26	1.183
11	Purchase intention based on affordability of Hearty Heart cosmetics.	5.45	1.152
12	Purchase consideration based on the quality of Hearty Heart cosmetics.	5.53	1.092
13	Influence of influencer recommendations on choosing Hearty Heart cosmetics.	5.20	1.342
14	Willingness to purchase based on the brand image of Hearty Heart cosmetics.	5.49	1.101
	Overall Mean	5.37	

Source: Survey Data (February, 2026)

The overall mean value is 5.37, which is categorized under the high degree of agreement on the measurement scale according to the Table 4.14. This highlights that respondents maintain the favorable attitude and favorable perspective toward the brand after being exposed to influencer content. The maximum mean value is 5.59, which illustrate that respondents strongly agree with the product availability. This indicates that the accessibility of the products plays a significant role in forming a positive consumer attitude. The minimum mean value is 4.99, relating to product suitability. Therefore, these results highlight that consumer attitude is strongly affected by practical factors like availability and quality, as well as the consistent presence of the brand in social media discourse. Although the mean score indicates a high level, the relatively large standard deviation indicates that respondents' opinions are not entirely consistent. This is because attitude can change based on demographic elements such as age, income level, and occupation.

4.2.6 Customer Perception on Purchase Intention

The assessment of purchase intention in this study is founded on a series of items designed to measure the likelihood and willingness of respondents to buy the products

in the future. These items capture the respondents' deliberate intention to buy their preference for the brand over competitors, and the probability of their future brand engagement. Purchase intention is measured by 8 items. Table 4.15 shows the average and variability of respondents' consensus concerning purchase intention.

Table 4.15 Customer Perception on Purchase Intention

Sr. No.	Description	Mean	Standard Deviation
1	Future purchase intention of Hearty Heart	5.04	1.444
2	Planned purchase of Hearty Heart beauty product.	5.18	1.228
3	Brand preference for Hearty Heart over competitors.	4.92	1.458
4	Primary search priority for Hearty Heart cosmetics.	4.87	1.450
5	Purchase and recommendation intent for Hearty Heart.	5.15	1.331
6	Willingness to try new Hearty Heart products.	5.37	1.234
7	Influencer-driven interest in Hearty Heart products.	5.45	1.168
8	Effect of social posts and reviews on buying desire.	5.43	1.153
	Overall Mean	5.17	

Source: Survey Data (February, 2026)

Based on the measurement Table 4.15 for purchase intention, the overall mean value is 5.17, which is categorized under the agreement bracket of the metric. This shows that respondents generally have a favorable intention to purchase the brand's products in the future, influenced by their interactions with social media content. The maximum mean value is 5.45, which demonstrates that participants concur with the influencer-driven interest in the brand's products. The minimum mean value is 4.87, relating to the primary search priority for the brand's cosmetics. These results highlight that influencers are highly effective at creating interest and desire. The standard deviation values exceeding 1 for some variables indicate that respondents have diverse attitudes toward Hearty Heart products. This is because consumer purchase intention may change depending on variations in their attitudes.

4.3 Reliability Analysis

In this study, reliability analysis was performed utilizing the SPSS program and Cronbach's Alpha scores were calculated for each construct included in the questionnaire. The results of the reliability analysis are presented in Table 4.16.

Table 4.16 Reliability Analysis of the Variables

Sr. No.	Variables	No of Item	Cronbach's Alpha
1	Expertise	5	0.812
2	Trustworthiness	5	0.843
3	Attractiveness	5	0.882
4	Product Match-up	6	0.808
5	Consumer Attitude	14	0.916
6	Purchase Intention	8	0.904

Source: Survey Data (February, 2026)

According to the Table 4.16, expertise was evaluated using 5 criteria yielded a Cronbach's Alpha of 0.812, highlighting strong internal coherence. Trustworthiness was assessed using 5 items and achieved a reliability value of 0.843, also attractiveness, also measured with 5 items, demonstrated a reliability value of 0.882. Product match-up was evaluated with 6 items and achieved a reliability coefficient of 0.808. Consumer attitude, measured with 14 items, yielded a Cronbach's Alpha of 0.916, and purchase intention, assessed with 8 items, recorded a reliability value of 0.904. The Cronbach's Alpha values for consumer attitude and purchase intention surpass 0.90, highlighting that the items for these variables are highly dependable. All other variables have values exceeding 0.80, confirming that the items for every variable demonstrate good reliability. These results confirm that the constructs measured in this study are internally reliable and fit for further analysis.

4.4 Relationship between Independent and Dependent

Correlation is a statistical technique used to assess the strength and direction of relationships between two variables. In this study, the four independent variables expertise, trustworthiness, attractiveness, and product match-up were analyzed. After establishing the internal consistency of the measurement scales through reliability analysis, correlation analysis was performed to examine the relationships between the

independent variables and the dependent variable. Tables 4.16 and 4.17 present the relationships between the influencing factors and consumer attitude, as well as the relationship between consumer attitude and purchase intention.

4.4.1 Relationship between Influencing Factor and Consumer Attitude

The analysis provides an overview of how variables such as expertise, trustworthiness, attractiveness and product match-up relate to the attitudes of consumers toward Hearty Heart cosmetics. The following Table 4.16 presents the correlation analysis of influencing factors and consumer attitude toward Hearty Heart cosmetics products from the study.

Table 4.17 Relationship between Influencing Factors and Consumer Attitude

Sr. No.	Independent Variables	Pearson Correlation Coefficient	Significance Level (2-tailed)
1	Expertise	0.624**	0.000
2	Trustworthiness	0.732**	0.000
3	Attractiveness	0.666**	0.000
4	Product Match-up	0.656**	0.000

Source: Survey Data (February, 2026)

** Correlation is significant at the 0.01 level (2-tailed)

Accordingly, the correlation results shown in Table 4.17 illustrate the association between the independent variables expertise, trustworthiness, attractiveness, and product match-up and the dependent variable, consumer attitude. According to the results, all influencer-related factors were strongly and directly related with consumer attitude at the 0.01 level ($p < 0.01$).

Trustworthiness shows the most significant positive correlation with consumer attitude ($r = 0.732$, $p < 0.001$), indicating the perceived honesty and dependability of an influencer are the most critical factors in driving a consumer's attitude. Attractiveness shows a strong positive correlation ($r = 0.666$, $p < 0.01$), highlighting that an influencer's physical appearance or presentation style significantly enhances consumer interest.

Product match-up also proves a strong positive relationship ($r = 0.656$, $p < 0.01$), reflecting that the perceived fit between the influencer and the endorsed cosmetic brand

plays a vital role in consumer attitude. Finally, expertise is positively correlated with consumer attitude ($r = 0.624$, $p < 0.01$), showing that Hearty Heart consumers are more likely to desire to purchase when they perceive the influencer as knowledgeable about the products they promote.

These results highlight that while all factors are significant, trustworthiness and attractiveness are the most influential attributes. Ensuring that influencers are perceived as credible, relatable, and well-matched with the brand can effectively increase consumers' attitude to purchase cosmetic products. Based on the correlation analysis, all influencer attributes have a statistically significant positive relationship with consumer attitude.

4.4.2 Relationship between Consumer Attitude and Purchase Intention

The analysis provides an overview of consumer attitude relate to purchase intention toward Hearty Heart cosmetics. Table 4.18 presents the correlation analysis of influencing factors and consumer attitude toward Hearty Heart cosmetics products .

Table 4.18 Relationship between Consumer Attitude and Purchase Intention

Sr. No.	Independent Variables	Pearson Correlation Coefficient	Significance Level(2-tailed)
1	Consumer Attitude	0.765**	0.000

Source: Survey Data (February, 2026)

** Correlation is significant at the 1% level.

According to Table 4.18, consumer attitude shows a strong positive and statistically significant correlation with purchase intention, with a Pearson correlation coefficient of 0.765 ($p < 0.01$). This result shows that a more favorable consumer attitude towards the products significantly enhances the likelihood of purchase intention

4.5 Effects of Influencing Factors on Consumer Attitude

To examine the effects of the influencing factors on purchase intention, multiple regression analysis was employed. This technique was used to test the proposed objectives regarding the impact of the influencing factors on purchase intention. The results of the multiple regression analysis are presented in Table 4.19.

Table 4.19 Effects of Influencing Factors on Consumer Attitude

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	b	Std. Error	B			
(Constant)	0.857	0.206		4.149	0.000	
Expertise	0.134***	0.044	0.146	3.057	0.002	1.924
Trustworthiness	0.342***	0.045	0.392	7.664	0.000	2.205
Attractiveness	0.198***	0.046	0.220	4.304	0.000	2.202
Product Match-up	0.167***	0.051	0.170	3.299	0.001	2.242
R ²	0.637					
Adjusted R ²	0.632					
F Value	134.032*** (0.000)					

Dependent Variables: Consumer Attitude

Source: Survey Data (February, 2026)

***Significant at 1% level, **Significant at 0.1% level

Based on the above Table 4.19, the coefficient of determination (R^2) is 0.637, indicating that 63.7% of the variation in consumer attitude is attributed to the independent variables included in the model. The adjusted R^2 value of 0.632 indicates that approximately 63.2 % of the total variance in customer attitude can be explained by the four independents included in the model and sample size. The F-value is 44.255 and is statistically significant at $p = 0.000 < 0.01$, indicating that the overall regression model is appropriate and that the independent variables collectively have a significant effect on customer attitude.

Trustworthiness is found to have the strongest influence on consumer attitude among all variables, with a standardized beta coefficient of 0.392, a t-value of 7.664, and a significance level of 0.000. This highlights that when consumers perceive influencers as honest, reliable, and credible, they are much more likely to trust their recommendations and make purchase decisions. Therefore, establishing and sustaining trust is crucial for influencing consumer behavior.

Attractiveness also highlights a significant positive effect on consumer attitude, with a standardized beta coefficient of 0.220, a t-value of 4.304, and a significance level of 0.000. This indicates that physically appealing and well-presented influencers can

attract consumers' attention and increase their interest in the promoted products, thereby positively impacting consumer attitude.

Similarly, product match-up has a positive and statistically significant influence on consumer attitude, with a standardized beta coefficient of 0.170, a t-value of 3.299, and a significance level of 0.001. This means that when the product is more consistent or better matched with the influencer, consumers tend to have a more favorable attitude toward the product.

The regression results indicate that expertise has a positive and statistically significant effect on consumer attitude, with a standardized beta coefficient of 0.146, a t-value of 3.057, and a significance level of 0.002. This suggests that influencers viewed as knowledgeable and experienced in cosmetics can significantly enhance consumers' attitude.

The assumptions underlying the multiple regression analysis were examined, and the results are presented in Appendix (B). The histogram of standardized residuals displays an approximately bell-shaped curve, indicating that the residuals are normally distributed. This normality assumption is further supported by the Normal P-P plot, where the observed points closely follow the diagonal line, suggesting an approximate normal distribution of residuals. In addition, multicollinearity was assessed using Variance Inflation Factor (VIF) values, and all values were found to be below 10, indicating that multicollinearity was not a concern in this analysis. Overall, all the required assumptions for multiple regression analysis were satisfactorily met. Therefore, the results of the multiple linear regression analysis can be considered statistically valid and reliable for interpreting the effects of the independent variables on consumer attitude toward Hearty Heart cosmetics.

4.6 Effects of Consumer Attitude on Purchase Intention

In this analysis, consumer attitude is the independent variable and purchase intention serves as the dependent variable to determine the causal impact between these two factors. To explore the connection between consumer attitude and purchase intention, simple linear regression analysis is used and the result are shown in the following Table 4.20.

Table 4.20 Effects of Consumer Attitude on Purchase Intention

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	b	Std. Error	B		
(Constant)	0.026	0.249		.105	.917
Consumer Attitude	0.957***	0.046	0.765	20.875	0.000
R ²	0.585				
F Value	435.752*** (0.000)				

Dependent Variable: Purchase Intention

Source: Survey Data(February, 2026)

***Significant at 0.01 level.

According to Table 4.20, the F-value of the overall model is 435.752, indicating that the model is highly significant at the 1% level. The value of R² is 0.585, which means that 58.5% of the variation in purchase intention can be explained by consumer attitude. The p-value between consumer attitude and purchase intention is 0.000, which is less than the significance level of 0.01. Therefore, consumer attitude has a statistically significant influence on purchase intention at the 1% level. The standardized coefficient (Beta) value is 0.765, showing a strong positive relationship between consumer attitude and purchase intention. This finding indicates that as consumer attitude improves, purchase intention also increases. In other words, consumers who have a more positive attitude toward the brand are more likely to develop a higher intention to purchase the products.

The assumptions required for conducting simple linear regression were examined to ensure the validity of the relationship between consumer attitude (independent variable) and purchase intention (dependent variable). The diagnostic results are provided in Appendix (B) of this thesis. The histogram of standardized residuals exhibited an approximately bell-shaped distribution, suggesting that the residuals are normally distributed. This finding is further confirmed by the Normal P–P Plot of standardized residuals, in which the observed points closely align with the diagonal line, supporting the normality assumption of the regression residuals.

In addition, a scatterplot of standardized residuals against standardized predicted values was used to assess both linearity and homoscedasticity. The results showed a random dispersion of points without any systematic pattern or funnel-shaped distribution. This indicates that the relationship between the independent and dependent

variables is linear and that the variance of residuals remains constant across all levels of predicted values.

Based on the result, the diagnostic checks confirm that all essential assumptions of simple linear regression were satisfied in this study. As a result, the regression outcomes examining the relationship between consumer attitude and purchase intention are considered statistically valid, reliable, and appropriate for interpretation.

4.7 Summary of Hypotheses Testing

In order to understand and determine the significant between the independent variables and the dependent variable in this study, six hypotheses were developed and tested using correlation and regression analyses. The hypotheses testing results are summarized in Table 4.21.

Table 4.21 Summary of Hypotheses Testing Result

Sr. No.	Hypotheses	Remarks
H ₁	Expertise has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.	Accepted
H ₂	Trustworthiness has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.	Accepted
H ₃	Attractiveness has a significant effect on consumer attitude towards Hearty Heart cosmetics.	Accepted
H ₄	Product match-up has a significant positive effect on consumer attitude towards Hearty Heart cosmetics.	Accepted
H ₅	Consumer attitude toward the influencer has a significant positive effect on purchase intention towards Hearty Heart cosmetics.	Accepted

Source: Survey Data(February, 2026)

To examine the influence of various factors on purchase intention toward Hearty Heart cosmetic products, four hypotheses were formulated based on the study's conceptual framework. Multiple regression analysis was conducted to test these hypotheses, and the results are summarized as follows:

Hypothesis 1, which proposed that expertise positively influences consumer attitude, was supported by the findings. The results indicate that when consumers

perceive an endorser or the brand to have high levels of knowledge and skill, they are more inclined to purchase Hearty Heart cosmetic products. This supports the view that professional expertise enhances consumer attitude towards Hearty Heart cosmetics was therefore strongly accepted.

Hypothesis 2, which tested the relationship between trustworthiness and consumer attitude, was also supported. The analysis showed that consumers who believe in the honesty and reliability of the source are more likely to intend to buy Hearty Heart cosmetics. This emphasizes the vital role of trust in shaping consumer attitude within the cosmetics market was therefore accepted.

Hypothesis 3, relating to attractiveness, was confirmed as well. Consumers who found the source or presentation to be appealing demonstrated a stronger consumer attitude. This highlights the role of aesthetic appeal and physical attractiveness in influencing consumer attitude in the beauty industry was supported and accepted.

Hypothesis 4, which showed a positive relationship between product match-up and consumer attitude, was supported. The findings reveal that when there is a strong perceived fit between the endorser and the product, it significantly impacts the consumer attitude towards Hearty Heart cosmetics. This reinforces the importance of choosing appropriate representatives that align with the brand's image was therefore accepted.

Hypothesis 5, which proposed a positive relationship between consumer attitude and purchase intention, was also supported. The results indicate that when consumers develop a favorable attitude toward the brand, it significantly increases their likelihood of making a purchase. This confirms that a positive evaluation of the brand's marketing elements directly translates into actual purchase intention, emphasizing the critical role of consumer attitude in driving final sales performance for Hearty Heart cosmetics and this hypothesis was accepted.

In summary, the findings demonstrate that expertise, trustworthiness, attractiveness, and product match-up are significant drivers of consumer attitude and purchase intention among Hearty Heart users. These results provide valuable insights for marketing strategies aiming to improve consumer engagement and increase purchase intention through effective brand positioning.

CHAPTER 5

CONCUSION

This chapter includes the findings and discussions, suggestions and recommendations, implication of the study and needs for the further studies. This study emphasizes on the effect of social media influencer on consumer attitude and purchase intention towards Hearty Heart cosmetics.

5.1 Findings and Discussions

This study investigated the effects of social media influencers on consumer attitudes toward and purchase intentions toward Hearty Heart cosmetics. The results demonstrate a useful guide about the influences of social media influencers on consumers' attitudes and purchase intention in online cosmetic market. Moreover, it also shows different influences on attitude creation and purchase intention building regarding with other factors relating with social media influencers.

The demographic analysis revealed that all the respondent had purchase Hearty Heart cosmetic with influencer's recommendations, indicating very high engagement of this market in influencer-based online cosmetics shopping. The gender analysis showed that there are dominant number of female consumers in this market. The age analysis demonstrated that most respondents are teenagers ranging from 18-22 years old, who are more receptive to social media influences and are particularly focused on price reduction in their purchasing behavior.

The education analysis demonstrated that most respondents are undergraduate students. Similarly, in the analysis of occupation, students are the most popular group of consumers, indicating that the effectiveness of influencer marketing on the group of students. The income analysis demonstrated that the income bracket where the most respondents have fall are between 200,001 to 300,000 kyats. Consumers in this income bracket are more likely to purchase the cosmetics with influencer's endorsement. Based on advertising preference analysis, most respondents tend to prefer digital advertising to others, this analysis confirmed the efficiency of online advertisement strategy. Based on the analysis of daily social media usage time, respondents are using internet for social media approximately 3-5 hours per day, this may lead to increasing exposure toward social media influencers' promotional messages and products endorsements.

Among of social media influencers, Phway Phway is the influencer who can create brand awareness toward Hearty Heart cosmetic products better than others. In terms of products that respondents often purchase and usage analysis, lipstick is the number one of Hearty Heart cosmetic products, which showed high demand for lipstick. The information can be deduced as that Hearty Heart cosmetic product main target market are young female students who are using social media very frequently, and the purchase intention of this kind of consumers is easily influenced by influencer marketing, especially with some prominent influencers and high demand for lipstick as stated before.

Using the correlation analysis to demonstrate relationship among all the independent variables, namely expertise, trustworthiness, attractiveness, product match-up and dependent variables namely consumer attitude, and purchase intention. The result shown that all the independent variables have a positive significant relationship towards consumer attitude. With the strongest correlation in the independent variable trustworthiness; it means that social media influencers is trustable, which affects the positive attitude from the consumers, followed by the highest positive significant in relation to consumer attitude than others. In addition to this, expertise, attractiveness and product match-up all have significant positive relationship with consumer attitude, which shows that those independent variables play a very strong complementary role towards the formation of consumer attitude.

Furthermore, consumer attitude also has significant positive relationship toward purchase intention, this shows that consumer attitude is one of the important components which is transformed from the characteristics of social media influencers to the purchase intention.

This study found that all four factors (expertise, trustworthiness, attractiveness, product match-up) were found to have a significant positive impact on the consumer attitude. This implies that when consumers perceive an influencer as more credible and more relevant to the product, they tend to develop a more positive attitude toward the brand.

In this study, trustworthiness had the greatest impact on the consumer attitude, followed by attractiveness and product match-up. This analysis implies that the consumers are more likely to be influenced by the influencer if they feel the endorser is

trustworthy. Influencers perceived as trustworthy can build consumer confidence, allay their skepticism, and create a more favorable impression.

In additions, attractiveness had a significant impact on the consumer attitude and this influence indirectly affects the purchase intention. This study indicates that the perceived physical attractiveness and likable personality of a source can lead to an immediate positive attitude. The consumers are usually arising from the self-congruity with a celebrity endorsement where consumers like to maintain themselves image, they want to make themselves identified with a celebrity by consuming a product they endorsed and lead to increase in buying interest and behaviors towards the commodity.

This study indicated that product match-up played an important role in building positive consumer attitude towards Hearty Heart cosmetics. Consumers develop more positive attitudes when they believe the endorsement message is logically consistent with the product endorsed. This is due to the argument that a logical match-up makes the endorsement appear more genuine and convincing, therefore reinforcing the favorable impression towards the product and leading to a high level of purchasing intention.

This study found that expertise positively affected consumer attitude towards Hearty Heart cosmetics. When consumers believe that the source is an expert in certain field, they are more likely to respond positively toward the endorsed product. This indicates that when consumers feel the messages and recommendations come from a highly credible source, then they form positive attitude towards the product and make purchase decision more readily.

Finally, it is concluded that consumer attitude has a significant influence toward the purchase intention. Consumer attitude is how a person feels about a product or brand. When consumers have positive thoughts about a product, they develop a favorable attitude, which can lead to buying the product.

5.2 Suggestions and Recommendations

The recommendations in this research would advise cosmetic brands/marketers in how to develop more positive consumer attitudes and increased purchasing intention through the use of social media influencers. Recommendations would aim to strengthen each of the influencing factors found to influence consumer attitudes toward cosmetic brands/products via social media marketing and influencers.

The research conducted demonstrates that trustworthiness is the highest factor that influences consumer attitudes toward Hearty Heart cosmetics. This should still be the main factor when choosing a social media influencer. The social media marketing team needs to make sure the influencer seems honest and genuine. It should be made evident that the influencer's recommendations for Hearty Heart cosmetics is of genuine opinion rather than paid advertising. This can be done by allowing them to show the product naturally through their daily lives/ routines and their lives. This makes them seem more relatable and trustworthy which influences consumer attitudes more than the formal advertising would of a person promoting products through this format. The marketing team should also continue using well-esteemed social media influencers that show integrity and are admired by a number of people. The marketing team should expand relationships with popular social media influencers across Asia (i.e. YaYa, Kimmy, Mai, Lisa) due to their established presence and credibility in countries Asia. Building relationships with these people could be highly effective as they have been found to be highly effective at building the attitudes toward the brand for users in their countries of origin, which could enhance credibility for international consumers. They can also focus on influencers who would make 'daily vlog' type videos with the product so that it fits naturally in the context and makes it seem real life.

The second highest influence on the consumer attitudes is attractiveness and the brand should continue to use visually appealing and believable social media influencers. It is advised that the brand continues to run similar events and campaigns with social media influencers that involve competitions or asking the followers to share pictures/videos with the product, so that consumers will be more involved in their brand and feel connected through the social media network which influences them more. The brand should also maintain the current partnerships with the popular individuals already endorsed. They should focus on Phway Phway, Moe and Cos, for example.

Product match-up has a large influence on the consumer attitudes. It is vital for the marketing team at Hearty Heart Cosmetics to remember that they should try to match the social media influencers to the brand identity of the cosmetic company. They should choose influencers with a certain personality and appeal to the target consumer. For Hearty Heart Cosmetics they have a younger target consumer and so they need to choose young and cute influencers. This gives credibility to the endorsements that they carry out.

Finally, the research demonstrates that expertise has a considerable influence on consumer attitudes toward Hearty Heart Cosmetics. When people view advertisements with a social media influencer that they perceive as knowledgeable about cosmetics, they become more assured of the product being good and are thus influenced. Brands should utilize professional makeup artists/beauty experts with expertise on cosmetics so as to provide the viewer with valuable information that can only be seen from them which further creates an attitude toward the brand.

5.3 Implications of the Study

This study offers valuable implications for academic research and business strategies for social media influencer marketing in the cosmetic industry. Based on key drivers of consumer attitude and purchase intention, this study reveals lights on how influencer attributes have impacts on consumer behavior in digital marketing. Specifically, through understanding factors that influence consumer attitude and purchase intention in the context of influencer marketing in cosmetic products like expertise, trustworthiness, attractiveness and product match-up, this research offers guidance and implications for both marketers and academicians to manage and strategize the influencer marketing in digital marketing platform.

From the research result, it has shown that trustworthiness, expertise, attractiveness, and product match-up are all found to be the most important variables that influence consumers' attitudes towards cosmetic product under the context of social media influencer marketing. Given this, Hearty Heart should focus on building relationships with the social media influencers who possess the traits of trustworthiness, expertise, attractiveness and the perfect product match-up for Hearty Heart's brand.

In addition, this study suggests that it is imperative to select and approach a social media influencer to create the right influence over consumers' attitudes and purchase intentions. Influencers that provide clear, interactive and relatable contents will attract more consumers' attention and build authentic engagement with their audience, therefore, for cosmetic brands like Hearty Heart to work with the right influencers to gain the advantages, the company should invest in influencer marketing strategies that emphasizes authenticity, creativity and strong audience engagement.

Although of all the factors, trustworthiness was shown to be the strongest influential factor of attitude, other dimensions including expertise, attractiveness, and

product match-up are also identified as valuable components that can contribute to higher consumer perceptions. Businesses should ensure to always maintain influencers' credibility and consistency through their advertisement content in order to build consumer loyalty in the long-term. An honest review, realistic product experience, and candid disclosure will contribute to greater consumer confidence.

The research makes a significant addition to the body of consumer behavior literature on social media influencer marketing and its applications to the cosmetics industry in developing countries like Myanmar. By drawing on source credibility theory in order to identify influential characteristics, this study advances the current body of consumer behavior literature, aiming to provide a clearer framework of how today's digital marketing influences consumer attitudes and buying intentions.

5.4 Needs for Further Study

Although this study provides valuable insights into the factors affecting consumer attitudes and purchase intention toward Hearty Heart cosmetic products through social media influencers, it also highlights several opportunities for future research. Since the findings are based on data collected from a specific group of female university students, the generalizability of the results may be limited. Therefore, further research is recommended to broaden and deepen the understanding of this topic.

Future studies are encouraged to expand the sample by including participants from a wider range of age groups beyond 18 to 35, different income brackets, diverse educational backgrounds, various geographic regions, as well as male consumers, in order to obtain more comprehensive and generalizable findings. This would help determine whether the current findings related to influencer characteristics such as expertise, trustworthiness, attractiveness, and product match-up are consistent across a wider population or vary among different consumer segments influenced by social media.

In addition, this study focused specifically on cosmetic products, particularly the Hearty Heart. Future research could examine whether the same influencer-related factors are applicable to other product categories, such as fashion, electronics, and personal care items. Conducting comparative studies across different product types may offer deeper insights into whether the effectiveness of influencers is universal or varies depending on the nature of the product being promoted.

In the current study, only expertise, trustworthiness, attractiveness and product match-up variables were measured. Thus, it is suggested that future research should include an additional variable such as meaning transfer, as it has become more significant in today's society. Examining this factor may contribute to a deeper understanding and enrich the findings of the study.

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APPENDIX (A)

Questionnaire

This questionnaire is part of a research study titled “ The Effect of Social Media Influencer on Consumer Attitude and Purchase Intention towards Hearty Heart Cosmetics”. It is conducted solely for academic purpose as part of an MBA thesis and is not related to any other purpose or organization. Thank you for your time and cooperation.

Part (1)

Kindly select the most appropriate answer by marking (☒) the correct option for the following questions.

1. Gender

Male ☐

Female ☐

2. Age

.....

3. Education Level

Primary school ☐

Middle school ☐

High school ☐

Undergraduate ☐

Bachelor's degree ☐

Diploma ☐

Master's degree ☐

Ph.D ☐

Other ☐

4. Occupation

Student ☐

private sector employee ☐

government employee ☐

self-employed ☐

Other ☐

5. Income

.....

6. What kind of advertisements do you like?

Traditional Advertisement ☐

Digital Advertisements ☐

7. Time spent on social media per day

Less than one hour ☐

1-3 hour ☐

3-5 hour ☐

5-7 hour ☐

7-9 hour ☐

above 9 hour ☐

8. Who do you recognize from the Hearty Heart brand advertisements?

Phway Phway ☐

Yoon Wadi Lwin Moe ☐

May Toe Khaing ☐

Moe ☐

Cos ☐

Ameral Nyein ☐

Bonnie ☐

Other ☐

9. Mention your favorite category among Hearty Heart cosmetics.

Foundation ☐

Lipstick ☐

Sunscreen ☐

Eyeliner ☐

Eye brow pencil ☐

Mascara ☐

Blusher ☐

Facial form ☐

Powder pad ☐

Toner ☐

Serum ☐

Part (2)

Please rate your agreement upon these following factors in term of (1= Strongly Disagree, 2= Disagree, 3= Strongly Disagree, 4= Neutral, 5= Somewhat Agree, 6= Agree, 7= Strongly Agree)

No.	Expertise	1	2	3	4	5	6	7
1	I trust Hearty Heart social media influencer is an expert in makeup and beauty-related products.							
2	I believe Hearty Heart social media influencer has sufficient experience in using and reviewing cosmetics products.							
3	I consider Hearty Heart social media influencer is knowledgeable about cosmetics ingredients, application techniques and product benefits.							
4	I trust Hearty Heart social media influencer appears to be well qualified to give advice on cosmetic product selection and use.							
5	I believe Hearty Heart social media influencer is skilled in demonstrating and explaining how to use cosmetic product effectively.							

No.	Trustworthiness	1	2	3	4	5	6	7
1	I believe Hearty Heart social media influencer is dependable when providing information about cosmetic products.							
2	I trust Hearty Heart social media influencer is honest in their reviews and recommendations of cosmetic products.							
3	I consider Hearty Heart social media influencer provides reliable information about cosmetic product performance and quality.							
4	I believe Hearty Heart social media influencer is sincere when sharing opinions about cosmetic products.							
5	I trust Hearty Heart social media influencer is trustworthy when recommending cosmetic products to followers.							

No.	Attractiveness	1	2	3	4	5	6	7
1	I believe Hearty Heart social media influencer is physically attractive.							
2	I trust Hearty Heart social media influencer has a classy appearance that suits cosmetic promotion.							
3	I consider Hearty Heart social media influencer looks beautiful when presenting cosmetic products.							
4	I believe Hearty Heart social media influencer appears well-groomed and stylish.							
5	I trust Hearty Heart social media influencer is sexy.							

No.	Product Match-up	1	2	3	4	5	6	7
1	I believe the match-up between Hearty Heart influencer and the Hearty Heart cosmetics they endorsed increases the reliability on those products.							
2	I believe the match-up between Hearty Heart social media influencer and Hearty Heart brand enhances my attention to these brands.							
3	You often see the influencer in the advertisement of this brand.							
4	I consider the characteristics of Hearty Heart influencer is consistent with the attributes of the product that she promotes and sells.							
5	I trust the product attributes that Hearty Heart influencer promotes and sells are highly appropriate for her.							
6	I believe the pairing of Hearty Heart influencer with the product is natural.							
7	I trust the influencer who promotes Hearty Heart is well-matched with the brand.							

No.	Consumer Attitude	1	2	3	4	5	6	7
1	I believe that Hearty Heart cosmetic products are reliable.							
2	I believe that Hearty Heart cosmetic products are suitable for all age group.							
3	I believe that Hearty Heart cosmetics products are beneficial for skin health.							
4	Hearty Heart cosmetic products are easy and convenient to purchase.							
5	I like purchasing Hearty Heart cosmetic products,							

6	I feel satisfied when purchasing Hearty Heart cosmetics products.							
7	I feel that Hearty Heart cosmetic products is modern.							
8	I am proud to use Hearty Heart at a price that is reasonable for me.							
9	My knowledge of cosmetic makes me likely to choose Hearty Heart cosmetics.							
10	Knowing that it is safe for my skin makes me likely to choose Hearty Heart cosmetics.							
11	I likely to purchase Hearty Heart cosmetics because it price is affordable.							
12	I would consider buying Hearty Heart cosmetic because of their quality.							
13	I am prefer to choose Hearty Heart cosmetic because of recommendation from the influencer.							
14	I am willing to purchase Hearty Heart cosmetics because of their good brand image.							

No.	Purchase Intention	1	2	3	4	5	6	7
1	I intend to purchase Hearty Heart cosmetics in the near future.							
2	I am plan to purchase Hearty Heart cosmetics whenever I need beauty products.							
3	Influencers' promotions make me more intend to purchase Hearty Heart cosmetics.							
4	Compared to other cosmetic brands, Hearty Heart would be my first choice.							
5	When I need to purchase cosmetics, I will look for and buy the Hearty Heart brand first.							

6	I will not only purchase Hearty Heart cosmetics myself but also recommend them to another buy.							
7	I will to try new products that will be launched by Hearty Heart brand.							
8	Social media influencer's presentations of Hearty Heart cosmetics increase my interest in purchasing these products.							
9	Social media influencers' posts and reviews about Hearty Heart products also Hearty Heart products also affect my desire to buy them.							

APPENDIX (B)

Statistical Outputs

I. Reliability Analysis

Expertise

Reliability Statistics

Cronbach's Alpha	N of Items
.812	5

Trustworthiness

Reliability Statistics

Cronbach's Alpha	N of Items
.843	5

Attractiveness

Reliability Statistics

Cronbach's Alpha	N of Items
.882	5

Product Match-up

Reliability Statistics

Cronbach's Alpha	N of Items
.808	6

Consumer Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.916	14

Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.904	8

II. Correlation Analysis

Correlations

		E	T	A	M	C
E	Pearson Correlation	1	.640**	.588**	.572**	.624**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	311	311	311	311	311
T	Pearson Correlation	.640**	1	.622**	.644**	.732**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	311	311	311	311	311
A	Pearson Correlation	.588**	.622**	1	.682**	.666**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	311	311	311	311	311
M	Pearson Correlation	.572**	.644**	.682**	1	.656**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	311	311	311	311	311
C	Pearson Correlation	.624**	.732**	.666**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	311	311	311	311	311

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		C	P
C	Pearson Correlation	1	.765**
	Sig. (2-tailed)		.000
	N	311	311
P	Pearson Correlation	.765**	1
	Sig. (2-tailed)	.000	

N	311	311
---	-----	-----

** . Correlation is significant at the 0.01 level (2-tailed).

III. Regression Analysis

Multiple Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	M, E, A, T ^b	.	Enter

a. Dependent Variable: C

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.798 ^a	.637	.632	.49287	.637	134.032	4	306	.000	1.979

a. Predictors: (Constant), M, E, A, T

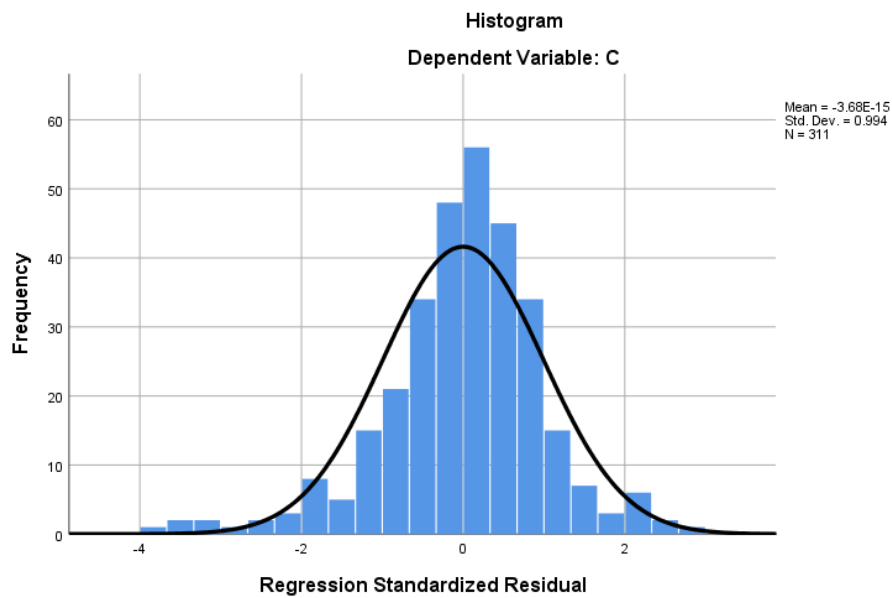
b. Dependent Variable: C

Coefficients^a

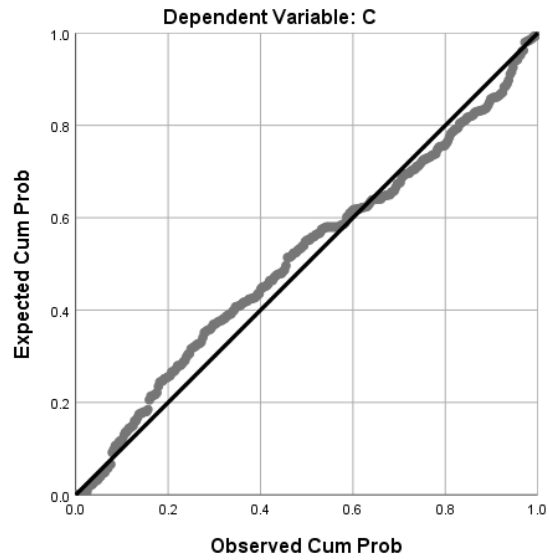
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Correlations	Collinearity Statistics
-------	-----------------------------	---------------------------	---	------	--------------	-------------------------

	B	Std. Error	Beta			Zero- order	Parti al	Part	Toler ance	VIF
1 (Const ant)	.857	.206		4.14 9	.000					
E	.134	.044	.146	3.05 7	.002	.624	.172	.105	.520	1.924
T	.342	.045	.392	7.66 4	.000	.732	.401	.264	.453	2.205
A	.198	.046	.220	4.30 4	.000	.666	.239	.148	.454	2.202
M	.167	.051	.170	3.29 9	.001	.656	.185	.114	.446	2.242

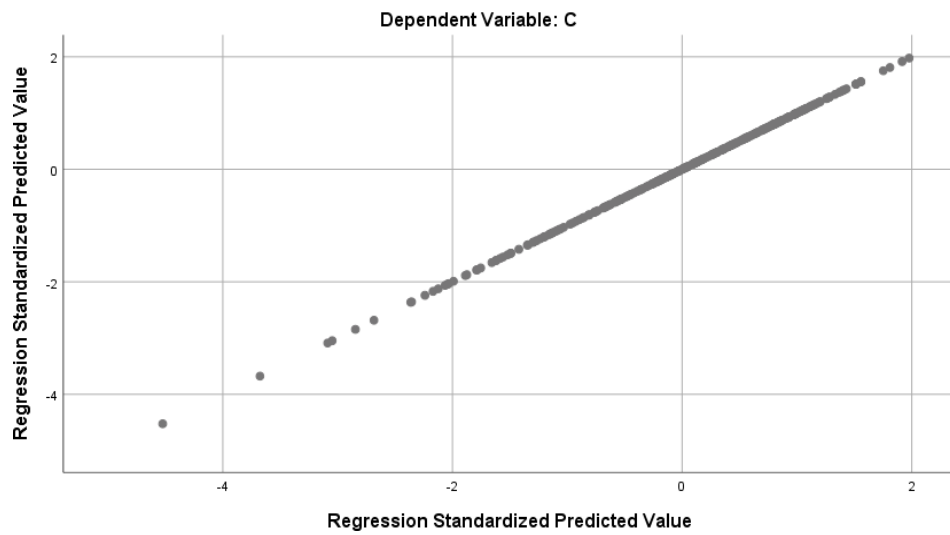
a. Dependent Variable: C



Normal P-P Plot of Regression Standardized Residual



Scatterplot



Simple Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables	Method
		Removed	

1	C ^b	.	Enter
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a. Dependent Variable: P

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.765 ^a	.585	.584	.65566	.585	435.752	1	309	.000	2.141

a. Predictors: (Constant), C

b. Dependent Variable: P

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.324	1	187.324	435.752	.000 ^b
	Residual	132.835	309	.430		
	Total	320.158	310			

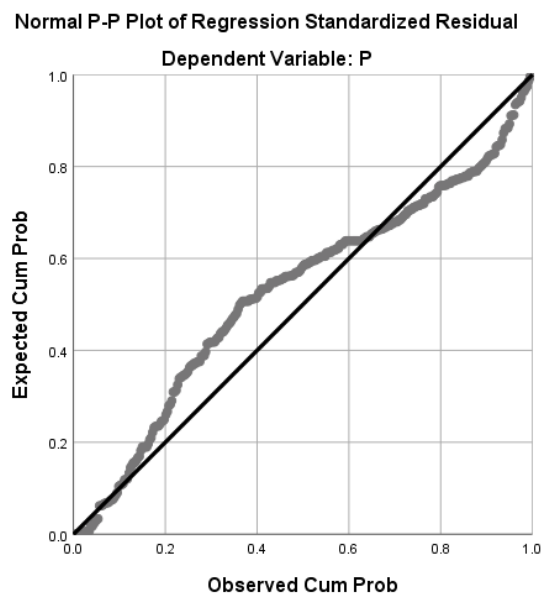
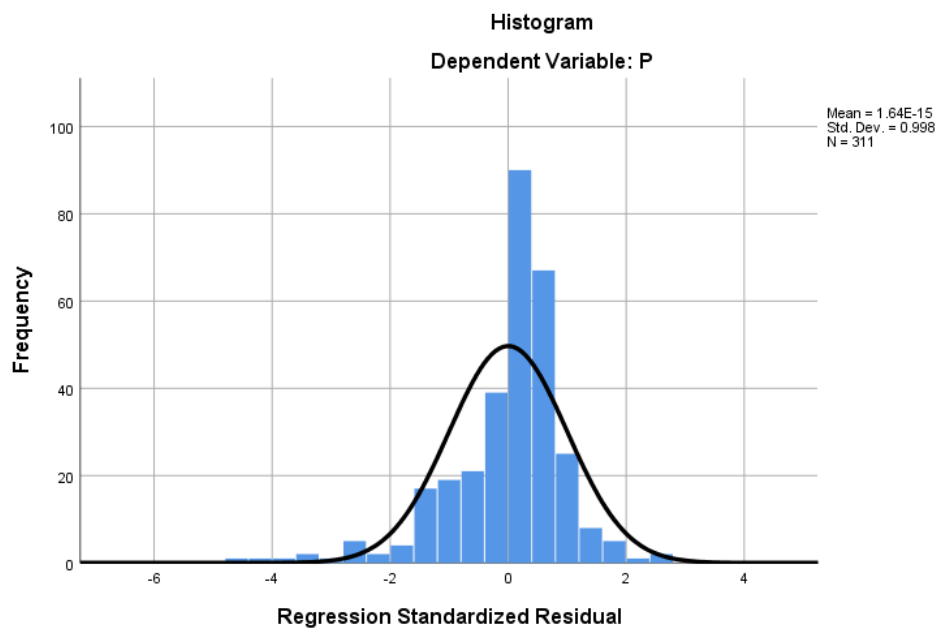
a. Dependent Variable: P

b. Predictors: (Constant), C

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.026	.249		.105	.917					
	C	.957	.046	.765	20.875	.000	.765	.765	.765	1.000	1.000

a. Dependent Variable: P



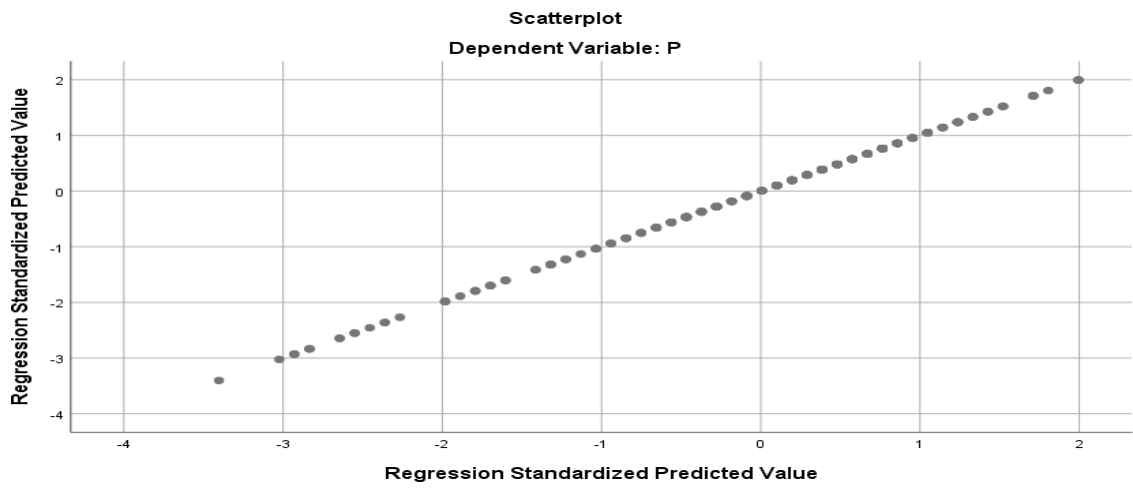


Table 2.1 Empirical Study of Social Media Influencers and Purchase Intention in Cosmetics Industry

Sr No.	Authors	Titles	Independent Variables	Mediation	Dependent Variables	Findings
1.	Cho (2020)	The Effect of Social Media Influencers on Purchase Intention in Cosmetics Products	Social Media Influencer Characteristics - Physical Attractiveness - Source Credibility - Product Match-Up		Purchase Intention	Source reliability and product match-up have major effects on the intention of consumers to buy. The study concluded that product match-up has the greatest impact on the purchase intention of respondents. Marketers should carry out product campaign fit with social media influencer to attract consumers purchasing their products.
2.	Kyi (2025)	The Effect of Influencer Marketing on Customer Brand Engagement and Brand Loyalty Towards Asia Beauty Palace Co., Ltd	Influencer Marketing - Digital Influencers - Celebrity Influencers - Expert Influencers	Customer Brand Engagement, Brand Trust	Brand loyalty	Digital influencer and celebrity influencer have a positive significant effect on customer brand engagement. Customer brand engagement has a positive and significant effect on brand trust. There is no moderating effect of brand trust on the relationship between customer brand engagement and brand loyalty. Based on the results, it is recommended that Asia Beauty Palace Co., Ltd should enhance its influencer marketing strategy, particularly by partnering with credible influencers and prioritizing authentic, high-quality content to cultivate stronger customer engagement and ultimately brand loyalty.

						customer loyalty.(Asia Beauty F Co., Ltd)
3.	Abid et al. (2024)	The Innovative Effect of Social Media Influencers on Consumer Attitude and Consumer Purchase Intention	Social media influencers • credibility, • trustworthiness, • social attractiveness • communication, • respect	Brand Image	Consumer attitude, Consumer purchase intention	Credibility, trustworthiness, attractiveness, communication, respect significantly positively consumer attitudes and purchase intentions. Additionally, the image strongly mediates relationship between social influencers' impact on consumer attitudes and buying intentions. research contributes to social marketing literature by highlighting the qualities that make influencers effective in Pakistan's clothing market.(Clothing Brands Of Pakistan)
4.	Amin et al.(2022)	The Impact of Instagram Influencers on Consumer Purchasing Intention	Instagram Influencers • Trust, • Word of Mouth • Electronic Word of Mouth (eWOM)		Consumer Purchase Intention	The study reveals that Instagram influencer marketing significantly shapes consumer purchase intentions, as user's product engagement with the platform increases their awareness of promotional activities. Consumers perceive influencers differently, value shared interests, while do not focus on follower size or celebrity status-but all types can influence purchase decisions, with trust emerging as the most critical factor. Trust is influenced by emotional connection, social responsibility

						the influencer's fan base. Additionally, electronic word-of-mouth (eWOM) plays a key role in the pre-purchase stage, with positive eWOM from trustworthy influencers strongly affecting opinions, while misuse of eWOM can damage trust and reduce influencer effectiveness.
5.	Ain (2022)	The impact of social media influencers on purchase intention towards beauty products in Malaysia	Social Media Influencers • Trustworthiness, • Expertise, • Likability, • Similarity		Purchase Intention	This study contributed new insights to our present understanding of the significant components of influencer participation. With the help of these contributions, managers can consciously choose the characteristics to look for in social media influencers. (beauty products in Malaysia)
6.	Lim et al. (2017)	The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	Social Media Influencers • Source credibility, • Source attractiveness, • Product match-up, • Meaning Transfer	Consumer attitude	Purchase intention	This study resulted that the source credibility of social media influencers had an insignificant relationship with consumer attitude and purchase intention. There was no apparent correlation with the purchase intention to the physical appearance of social media influencers. There is a significant association between brand match-up and customer intent in this report, demonstrating customer attitude as a buying intention, the context of social media influencers has a positive relationship

7.	Deepika (2023)	Social Media Influencer Influence on Customer Purchase Decision for Beauty Products	• Trustworthiness, • Authenticity, • Expertise, • Popularity		Purchase decision	Influencers affect the consumer purchase decision and hence brands and companies are recommended to spend more on beauty influencers and collaborate with the ones who can easily connect with their audience to increase the chances of buyer purchasing the product.
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