

The Influence of Social Media Influencer Attributes on Information Credibility and Purchase Intention

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Abstract

Social media influencers are extremely helpful resources when gathering data and information about a product or service. The fact that this particular information originates from a third party that is not under the direct control of the product or service manufacturer makes it particularly valuable. This study investigated attractiveness, expertise, trustworthiness, homophily, and information quality as the determinants of social media influencer attributes and their influence on information credibility among women who had experience watching beauty product review videos created by beauty influencers on YouTube in Malaysia. In this study, data was gathered through the distribution of an online questionnaire, employing purposive and snowball sampling techniques, resulting in 384 valid

responses for analysis. The data was examined using structural equation modeling (SEM) with IBM-SPSS-AMOS version 24.0. The model presented a strong fit to the data. The results support the roles of expertise, homophily, trustworthiness, attractiveness, and information quality in influencing information credibility. In other words, customers will believe that the information posted by a social media influencer is credible so long as the customers view that the influencer is someone knowledgeable, beautiful, and trustworthy; that the influencer is comparable to the customers; and that the information is of high quality.

Keywords: information credibility, purchase intention, social media influencer

1. Introduction

Technology and the Internet have given birth to social media that exposes customers to vast product or service information. Social media has made it easier for consumers to digest product information and communicate more comfortably and instantaneously with other consumers from around the world. The Internet encourages conversations among customers by allowing easy and quick transmission of information to a broad audience. It is well-acknowledged that user-generated content may substantially influence customers' purchase decisions (Wang & Lin, 2012). In the context of consumer feedback, user-generated content refers to the information created by consumers and made available online for others to read and learn from. It may be used for product reviews to customer service feedback (Bahtar & Muda, 2016). Consumers have begun to utilise social media sites to exchange information (Dimitriu & Guesalaga, 2017). In addition to relying on company articles on social media, potential customers can refer to content that is created and posted by users to express their opinions about brands and products. It is essential to consider user-generated product review videos created by influencers as a credible source of information that positively influences consumer behaviour (Bahtar & Muda, 2016). The rise in user-generated content has heightened companies' awareness of the need to leverage a faster way of information dissemination through promotion by influencers (Liu et al., 2015). User-generated content is equivalent to electronic word of mouth (EWOM), which works exactly like traditional word of mouth (Manap, 2013), except that the information is generally disseminated through social media such as Facebook, Twitter, YouTube, and Instagram. Nowadays, consumers generally use social media platforms to search for brand and product reviews and engage with relevant influencers who can influence their purchasing behaviour. Consumers often seek information about a product from influencers on social media rather than obtaining it from companies (De Veirman et al., 2017).

The source of communication plays a crucial role in ensuring that the information obtained is reliable. Social media, as a medium of communication, is a powerful source of information albeit a dubious one. It is challenging to decide which source and who to trust due to the plethora of social media platforms that provide information regarding a product or service. The authenticity of messages is the assumed credibility of the transmitted message itself. Information sharing practices in social media need to be able to identify credible information from the overwhelming amount of information exchanged (Ghaisani et al., 2018). Consequently, the origin of communication plays a crucial role in ensuring the accuracy and reliability of the information received. Some information sources are considered more reputable than others due to their long-standing presence and established reputation for providing reliable and factual data. A communication channel that delivers accurate information is referred to as a credible source (Visentin et al., 2019). A credible source is one that can be verified for authorship and information for which there is valid evidence to support the information provided by the sender. Additionally, consumers often evaluate the credibility of a review based on the competence and trustworthiness of its source (Cheung & Thadani, 2012; Shan, 2016). In particular, source credibility refers to the degree to which individuals trust and depend on the comments provided by a specific source (Visentin et al.,

2019).

Technology increasingly affect how people obtain information due to the complex shifts in society. Advanced technology allows people to refine the use of the Internet and digital media in order to obtain plenty of information or sources. Technology, which plays an essential role in providing a convenient forum for information access through social media, is undergoing rapid and substantial transformation. Thus, people nowadays prefer to use more integrated social media to access information sources. The transition from one-way to interactive consumer-to-consumer communication has led to online consumer reviews in the forms of images, audio, and videos. These online reviews are referred to as user-generated content (Jalilvand et al., 2011). Due to the communication capabilities of social networking websites and the rapid growth of virtual communities, users can share information with their friends and ask community members for help. Companies need to understand the impact of user-generated content because it allows consumers to share their experiences regarding a new product leading to either promoting or criticising the product (Cui et al., 2012). Today, companies have begun to understand that user-generated content created by social media influencers will be the next big trend in terms of marketing and advertising tools to increase brand awareness (Lokithasan et al., 2019). The concept of influencer marketing is continuously gaining popularity, catapulting it to the position of being one of the most significant trends in the industry at the moment (Mohamed & Jaafar, 2023).

In measuring the impact of social media influencer on purchase intentions, looking at the information alone is insufficient. Rather, marketers and social media influencers should be aware of how followers interpret the information obtained from user-generated content as credible information. Despite the need to understand the elements determining information credibility, few studies have addressed the factors influencing the level of information credibility on social media (Li & Suh, 2015; Lis, 2013; Sheldon & Bryant, 2016). Social media influencers have been positioned as a tool to increase the reach of brand content through EWOM marketing. Brands may amplify their marketing messages and increase target customers' acceptance of their products by enlisting the help of social media influencers to seed media with specific messages or share new product endorsements (De Veirman et al., 2017). Since user-generated content has been shown to be more prevalent and successful than professional advertising, marketers need to understand the factors contributing to the credibility of information shared on social media (Lipizzi et al., 2015; Welbourne & Grant, 2016). However, research on Malaysian beauty influencers and video bloggers has remained limited (Chin, 2019). Credible information will boost consumers' confidence to adopt user-generated content, such as product review videos or postings, as a source of information to guide their purchase decisions (Rahim et al., 2015). The credibility of the information provided by social media influencers is significantly higher than the information provided by celebrity endorsers (Schouten et al., 2020). Despite the increasing interest in influencer marketing, a limited number of studies have explored the overall influence of influencers on consumer behavior (Pick, 2020). As a result, this study aims to investigate the role of attractiveness, expertise, trustworthiness, homophily, and information quality in shaping the attributes of social media influencers, and their subsequent impact on

information credibility. Specifically, it focuses on women's perceptions of influencer attributes and information credibility derived from their experience watching beauty product review videos produced by beauty influencers on YouTube in Malaysia thus affecting the consumers' intention to make purchases.

2. Literature Review

2.1 Social Media Influencer

The rise of social media has significantly streamlined the process for consumers to access product information and interact with other users globally in real-time. Social media influencers, distinct from conventional celebrities who are typically recognized for their contributions to films, music, or television, have gained prominence through their active and strategic presence on these platforms (Khamis et al., 2017). This distinction highlights a shift in how influence is built and perceived in the digital era, where direct engagement and relatability often outweigh traditional fame in shaping consumer perceptions and behaviors. Social media influencers are individuals who have established significant relationships with their viewers by creating product or service content, interacting with their viewers, and making personal appearances on social media platforms. Social media influencers often use products that fit their lifestyles and use social media to share their experiences (Hermanda et al., 2019). Due to the scale and speed of the Internet's proliferation, some individuals are able to reach a vast number of people, build a following, and provide guidance to their followers, thus establishing themselves as social media influencers (Vrontis et al., 2021).

Social media influencers are classified into four distinct categories: mega-influencers, macro-influencers, micro-influencers, and nano-influencers (Ladhari et al., 2020). Mega-influencers are social media superstars with tens of thousands of followers and are referred to in the industry as social stars. Influencers with 200,000–900,000 followers are referred to as macro-influencers. A well-known characteristic of these individuals is that they have extensive knowledge and experience in a particular area of products or services. Micro-influencers are those who with 10,000–200,000 followers. They engage more actively in their communities and communicate more accurately with their followers. Finally, influencers with fewer than 10,000 followers are known as nano-influencers due to the small size of their followers. They are well-known brand ambassadors with a considerable following (Ladhari et al., 2020). Social influencer marketing is a cost-effective marketing strategy because it allows direct targeting of a specific audience. Consequently, the use of social media influencers as a marketing tool has proven to be a viable option for both companies and influencers (Hassan et al., 2021).

2.2 Social Media Attributes

Source credibility can be defined as the measure of evaluating the credibility of information sources (Aye, 2015). This refers to the degree to which individuals trust and have confidence in the information provided by others or organizations regarding a specific product or service. Source credibility is a well-established theory that reasons how a communication source's perceived credibility affects the persuasiveness of communication. If the information source

is perceived to be reliable, people will generally pursue that information. They will seek more information about the product or service in making a purchase decision (Li & Suh, 2015). Ohanian (1990) created and validated three measures for the source credibility model that are still in use today and are widely utilised in influencer marketing research (Djafarova & Rushworth, 2017; Schouten et al., 2020). Discussions on the importance of expertise, attractiveness, and trustworthiness in the context of social media influencers have been increasing in recent years (Weismueller et al., 2020). Research done by Song et al., (2021) suggests that information credibility is mainly concerned with customers' perceptions of the quality of the information found on social media websites, as well as the degree of trust that can be derived from a reputational point of view. Additionally, homophily seems to be another crucial aspect in determining credibility (Daowd et al., 2020). The credibility of internet recommendations is higher when there is a high degree of homophily between the information provider and the reader (Pentina et al., 2018). Consequently, customers may regard suggestions from sources that are similar to them as more credible (Ismagilova et al., 2020). Thus, information quality and homophily were included as the determinants of information credibility in addition to the other three components of the source credibility model used in this study.

2.2.1 Expertise

Expertise describes the extent to which influencers are believed to possess the relevant knowledge, skills, and experience to endorse a particular product (Ki et al., 2020). Influencers are assumed to have extensive knowledge and expertise in various categories such as beauty or fashion, rather than focusing on a specific topic (Kapitan & Silvera, 2016). Most consumers choose the products and services endorsed and promoted by celebrities and influencers with high expertise in the field (Uribe et al., 2016). They prefer celebrities and influencers who have high levels of competence in their respective fields. If a follower does not believe that the influencer is skilful, competent, and informed in a particular profession, the influencer will not be considered an expert in that field (Schouten et al., 2020). Inexperienced consumers are more inclined to seek professional assistance. Thus, an individual's competence plays an important role in increasing the persuasiveness of a user-generated message and purchase intention (Ismagilova et al., 2020). Influencers with substantial knowledge and expertise in a range of subjects are commonly referred to as experts in those fields. As a result of the expert influencer's demonstration of supporting a product on their video blog, the influencer's followers will be more likely to contemplate purchasing that product. In this way, influencers with industry expertise may provide more credible information about the products they promote (AlFarraj et al., 2021).

H1: Expertise has a significant influence on information credibility

2.2.2 Homophily

Consumers are more likely to interact with individuals whose opinions or interests are similar to theirs. Homophily is a term used to describe the situation where individuals are similar in terms of age, gender, education, money, and the size of their social networks. It is closely linked to individuals' values in their conversations and interpersonal interactions (Saleem &

Ellahi, 2017). Consumers desire to connect with those who have similar viewpoints or interests to their own (Ismagilova et al., 2020). Similar-interest consumers are more likely to identify as members of a specific group and share brand-related information in brand communities on social networking sites (Chih et al., 2020). When a source is similar to them, the likelihood of consumers communicating with that source will increase, and as a result, the likelihood of consumers developing a trusting relationship will also increase (Hopp & Gallicano, 2016). Individuals are more willing to engage with and voice their thoughts to others whose personal and societal public opinions are compatible to theirs. Homophily will increase if the recommendation includes specifics that indicate the influencer will help the consumer feel values or preferences similar to the influencer's values or preferences. The more apparent the similarity between the user's point of view and that of the media celebrity, the more likely it is that the relationship will be maintained in the future. If subscribers believe that they and a beauty influencer have something in common, they will want to continue watching the influencer's videos and comments on the influencer's YouTube channel (Purnamaningsih & Rizkalla, 2020).

H2: Homophily has a significant influence on information credibility

2.2.3 Trustworthiness

Social media influencers are regarded as trustworthy and reputable sources of information. This belief is primarily motivated by a perception of similarity and trust between consumers and the influencers. In the context of social media influencers, trustworthiness refers to the extent to which a follower has faith in the reliability of a social media influencer, where the sincerity, reliability, and trustworthiness of the social media influencer can be observed (Lou & Kim, 2019). Most of the influencer-generated material is deemed to be a genuine opinion rather than content created for commercial gain. The most crucial issue in the beauty market is the credibility of public figures, which in recent years refer to social media influencers (Wang & Scheinbaum, 2017). Consumers who follow the influencers' platforms will be enticed by their recommendations and may even consider purchasing the products they endorse. A trustworthy person can be depended upon to express their opinions honestly without being swayed by others (Wiedmann & von Mettenheim, 2020). When people see an influencer as good, reliable, dependable, and honest, they will consider the influencer as trustworthy (Ceyhan et al., 2018). The levels of trust and loyalty between followers and influencers have been demonstrated to positively influence the durations of relationships between them (AlFarraj et al., 2021). Due to the importance of credibility in the world of social media influencers, it is the most powerful and most crucial trustworthiness feature (Schouten et al., 2020).

H3: Trustworthiness has a significant influence on information credibility

2.2.4 Attractiveness

Attractiveness refers to a person's external physical appearance that is thought to be "classy, sensual, or elegant" (Amos et al., 2008; Ohanian, 1990). Physical qualities or characteristics are the primary focus of a source's appeal (Erdogan, 1999). Physical beauty is important for

brand representatives because consumers prefer to purchase products that attractive spokespersons or endorsers recommend. The attractiveness of a source is conceptualised and quantified in terms of how beautiful, elegant, sophisticated, pleasant, and physically attractive that source is. The source is judged by the public (Amos et al., 2008; Balabanis & Chatzopoulou, 2019). A person's attractiveness is measured in terms of their physical appearance, i.e., whether the source seems appealing or unattractive (Wiedmann & Mettenheim, 2020). Thus, an influencer with beautiful skin who promotes a skincare product has a higher ability to convince their followers to use that skincare product. When a visually appealing social media influencer endorses a product, the product is more likely to be accepted (Lim et al., 2017). Consumers may be positively influenced by a visually appealing influencer on social media platforms. As a result, the power of an influencer to affect customers' behavioural intentions is dependent on how attractive the influencer is to customers (Yuan & Lou, 2020). Thus, attractiveness is considered critical in disseminating important messages (Wang & Scheinbaum, 2017).

H4: Attractiveness has a significant influence on information credibility

2.2.5 Information Credibility

The Internet's rapid development has resulted in a substantial increase in the availability of online information (Xu et al., 2016). The Internet and social media are among the most widely used sources of information, leading to their growing importance in recent years. The utilisation of user-generated content on social media as a source of information can be risky to companies because it is challenging to regulate the material published on social media. Often, there are no standardised rules for uploading online content, making it easy for people to modify online digital content (Suh & Chang, 2006). Thus, there are concerns regarding the veracity of information disseminated via the Internet (Fan et al., 2014; Matheus et al., 2014; Savolainen, 2011). User-generated information is easily accessible to almost everyone due to the widespread usage of the Internet. As a result, customers are placing increasing importance on the value of information quality. Information quality is determined by the depth of the content included in the communication (Yeap et al., 2014). It is essential in assisting customers with their product and service evaluations (Filieri & McLeay, 2014) and influencing information adoption. Consumers obtain information from websites, understand and evaluate the quality of the information, and consequently adopt attitudes and actions toward the products and services (Klein, 2017).

H5: Information quality has a significant influence on information credibility

3. Methodology

The deductive approach was used in this study, and the source credibility model served as a guide for the investigation. The theory was tested in the new setting of the research to analyze the data. The instruments were adapted from previous studies to ensure their reliability and validity. One field expert and three academicians examined the instruments. The instruments were rewritten after analysing the experts' comments and suggestions. The cognitive interview was conducted using Google Meet for video conferencing and Google Form survey

software with 12 respondents due to the need to exercise social distancing during the COVID-19 pandemic period. Based on the recommendations of experts who advised pre-testing, surveying with 12 to 25 completed questionnaires is sufficient to detect errors in the questionnaire (Babonea & Voicu, 2011). A pilot test was done with 100 respondents who had watched cosmetic product reviews by beauty influencers on YouTube. Exploratory factor analysis (EFA) was used to evaluate the usefulness of the measuring items and their factorial structures. In light of the findings of the EFA, one item was eliminated because it had a low factor loading.

3.1 Data Analysis

Data were gathered through an online questionnaire distributed via a Google Form link, which was shared across various social media platforms, including Facebook, Instagram, Telegram, and WhatsApp. In creating the questionnaire, the researcher used Google Form as an online survey platform, as it can be accessed from any device that has an Internet connection. Researchers may gather data from respondents by creating a customized online survey and distributing it to the participants using Google Forms. The information is then gathered and connected immediately to a database containing the survey's replies. The population of this research consisted of women residing in Malaysia aged between 18 and 56 years old who had experience watching cosmetic product reviews by beauty influencers on YouTube. This study then used the calculation method recommended by (Smith, 2013) to determine the right sample size with a 95% confidence level, .5 standard deviation, and a margin of error (confidence interval) of $\pm 5\%$. The required sample size based on the calculation is 384.16. In this study, the data was collected by distributing an online questionnaire using purposive and snowball sampling that yielded a total of 384 responses for data analysis. IBM-SPSS-AMOS 24 was used in the analysis of the data.

4. Findings and Discussion

4.1 Result of Confirmatory Factor Analysis

The SEM method was subsequently employed to assess the parameters of the structural model and to evaluate the proposed hypotheses. In structural models, path analysis is utilized to examine the direct effects between variables. The estimated models need to meet three criteria of model fit. According to Awang (2015), the levels of acceptance are: root-mean-square error of approximation (RMSEA) < 0.08 for the absolute fit index, comparative fit index (CFI) > 0.9 and (Tucker-Lewis Index, TLI $> .09$), for the incremental fit index and chi-square/df < 5.0 for the parsimonious fit index. The results of the SEM path analysis, which are depicted in Table 1, attained all of the possible fitness indexes in their respective categories.

Table 1. Fit Indices for Measurement Model

Type	Index	Measurement Model Indexed Value	Remarks
Absolute Fit	Discrepancy Chi Square	0.000	Achieved
Measures	Root Mean Square Error of Approximation (RMSEA)	0.046	Achieved
Incremental Fit	Comparative Fit Index (CFI)	0.967	Achieved
Measures	Tucker-Lewis Index (TLI)	0.963	Achieved
Parsimonious Fit	Chi Square/Degree of Freedom (Chisq/df)	1.799	Achieved
Measures			

Apart from that, the R² value is .93, indicating that all the five constructs (expertise, homophily, trustworthiness, attractiveness, and information quality) contribute 93 percent to information credibility. Furthermore, the R² value for information credibility and purchase intention is .67. In general, the value of R² for this model indicates that the regression model is acceptable.

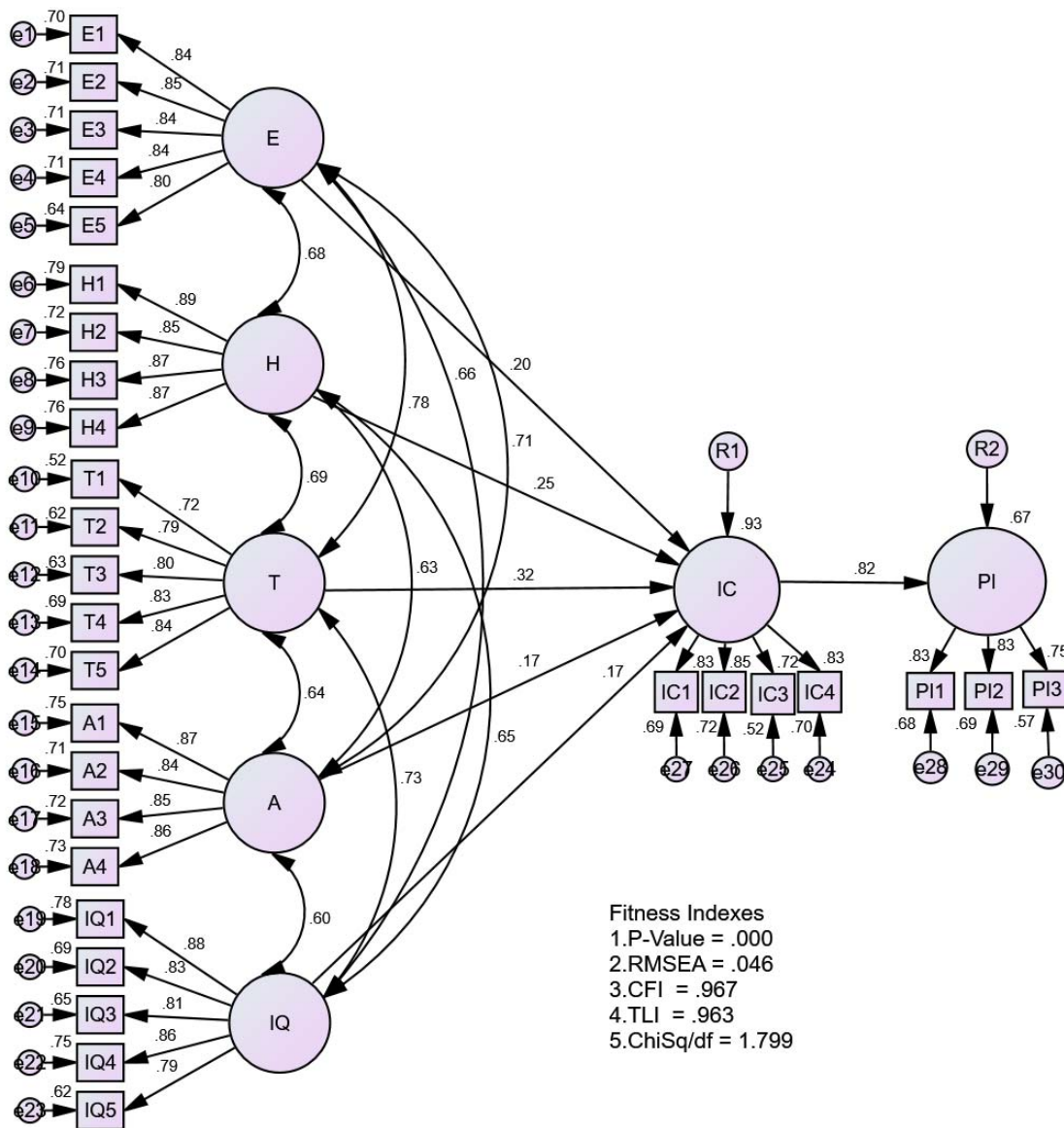


Figure 1. Standardized path coefficients between constructs in the structural model

4.2 Reliability and Validity

The measuring model was examined to determine the reliability and validity of the constructs. In conducting a reliability study, the researchers focused on the importance of composite reliability. It is necessary for each indicator that falls under a latent variable to have a factor loading of more than .06 to ensure good convergent validity (Awang, 2015; Hair et al., 2010).

Table 2. Summary of Convergent Validity

Construct	Factor Loading	AVE	CR
Expertise		0.649	0.919
	0.838		
	0.846		
	0.841		
	0.840		
Homophily	0.798	0.760	0.927
	0.891		
	0.851		
	0.872		
	0.872		
Trustworthiness		0.633	0.896
	0.723		
	0.788		
	0.796		
	0.831		
Attractiveness	0.836	0.726	0.914
	0.867		
	0.840		
	0.846		
	0.856		
Information Quality		0.677	0.893
	0.830		
	0.808		
	0.864		
	0.788		
Information Credibility		0.657	0.884
	0.828		
	0.851		
	0.721		
	0.835		
Purchase Intention		0.648	0.847
	0.826		
	0.833		
	0.754		

Convergent validity assesses how closely related items on a scale are aligned with the underlying concept. It can be evaluated by examining the average variance extracted (AVE) and composite reliability (CR) values. Table 2 presents the factor loadings, AVE, and CR

values. The results indicate that all constructs in this study meet the recommended thresholds for convergent validity, with AVE values greater than .05 and CR values exceeding .06 (Abdul-Rahim et al., 2022; Awang, 2015; Hair et al., 2014).

To establish discriminant validity, it is crucial that a construct is genuinely separate from other constructs within the model. This can be confirmed if the square root of a construct's average variance extracted (AVE) is greater than the correlations between that construct and any other constructs in the model. According to Fornell and Larcker (1981), this demonstrates that constructs are more closely related to their own measures than to those of other constructs. Table 3 was prepared by manually calculating the square root of AVE and presenting these values in italics along the table's diagonal. As illustrated in Table 3, all pairwise construct correlation values are lower than the square root of AVE, indicating that the criterion for discriminant validity has been met, thereby confirming the distinctiveness of each construct within the model.

Table 3. Summary of Discriminant Validity

Construct	E	A	T	H	IQ	IC	PI
Expertise (E)	0.806						
Homophily (H)	0.626	0.872					
Attractiveness (A)	0.71	0.634	0.852				
Trustworthiness (T)	0.645	0.587	0.579	0.796			
Information Quality (IQ)	0.610	0.602	0.659	0.551	0.823		
Information Credibility (IC)	0.772	0.759	0.787	0.694	0.719	0.811	
Purchase Intention (PI)	0.602	0.588	0.646	0.547	0.611	0.722	0.805

4.3 Result of SEM Path Analysis

A hypothesis is considered significant if the computed P value is less than .05 (Awang, 2015; Awang et al., 2018; McLean et al., 2020). The output in Table 4 reveals that all the hypothesis is accepted. Expertise is significantly to information credibility ($p = 0.000$), homophily to information credibility ($p=0.000$), trustworthiness to information credibility ($p = 0.000$), attractiveness to information credibility ($p = 0.000$), information quality to information credibility ($p = 0.000$) and information credibility to purchase intention ($p = 0.000$).

Table 4. The Regression Path Coefficient and its Significance

Relationship	Estimate	S.E.	C.R.	P	Result
Information Credibility ← Expertise	0.211	0.052	4.013	***	Significant
Information Credibility ← Homophily	0.207	0.033	6.276	***	Significant
Information Credibility ← Trustworthiness	0.323	0.054	6.036	***	Significant
Information Credibility ← Attractiveness	0.157	0.036	4.324	***	Significant
Information Credibility ← Information Quality	0.176	0.041	4.332	***	Significant
Purchase Intention ← Information Credibility	0.699	0.051	13.828	***	Significant

Therefore, if the social media influencer has the necessary knowledge, consumers will perceive them as experts, which will boost the credibility of the communicated information. Furthermore, since this research focused on the roles of influencers in the cosmetics industry, it stands to reason that influencers' physical attractiveness can be used for commercial advantage by showing the expected or real results of using cosmetics in the discussion. Besides, consumers are more likely to believe the information that comes from an influencer's personal experience rather than from a controlled source. The information can be trusted if the influencer's suggestions are grounded in fact and provided in an upfront, open manner. Communication works best between consumers and the influencer when the consumers have similar beliefs, values, and ways of thinking as the influencer. Now more than ever, people are looking for ways to verify the credibility of a review's source before relying on it. In addition, customers' intention to purchase the product or service was quickly reawakened when they believed the information provided by the influencer as a credible source of information and beneficial to them.

5. Conclusion

Social Media Influencers engage with their followers on social media platforms to demonstrate professional experience, knowledge, and personal observation, making followers feel that they can rely on the influencers. Expertise strengthens the expectations of a brand, and an influencer's attractiveness contributes favorably to the product being marketed by the influencer. Furthermore, attractiveness helps influencers maintain their followers and convince most of their followers to follow their product recommendations, leading to the purchase of products or services. Attractiveness is the initial impression that appears in the minds of the audience while evaluating a video blogger's credibility. Moreover, as a result of consumers' trust in social media influencers, consumers develop confidence in the products recommended by the influencers. Influencers who endorse and recommend products on their social media platforms possess high reliability and are honest as they make videos of

themselves testing the endorsed products. The trustworthiness of the influencer plays a part in determining the credibility of social media influencers. In addition, one of the aspects that affect an influencer's credibility is homophily. Sharing similarities with followers can help social media influencers build an emotional connection with their followers. Social media influencers who have similar personalities and lifestyles to their followers inspire a sense of friendship in the followers. Based on the results, consumers look at the quality of a piece of information before considering the information to be credible. The findings of this study support the hypothesis that information quality has a significant and positive influence on information credibility. Finally, consumers will continue to investigate whether or not product reviews can facilitate their purchase decisions, as well as whether or not the information is comprehensive and beneficial. Credible information will boost consumers' confidence to adopt the influencers reviews as a source of information to guide their purchasing decisions. If consumers believe that the information available on a particular platform is credible, then they are more likely to use that information to assist them in making decisions.

This research aims to shed light on the mechanisms that influence women viewers' assessments of information credibility in beauty product reviews on YouTube by investigating the link between influencer attributes and information credibility. Specifically, the research will shed light on the mechanisms that influence these assessments. The discovery of these insights will contribute to a more in-depth comprehension of how the characteristics of influencers influence the perceived trustworthiness and reliability of information that is shared through these forms of communication. The findings of this study have implications for a variety of stakeholders who are involved in influencer marketing. These stakeholders include marketers, influencers themselves, and platform operators. The findings of the research can be used to inform strategies that aim to improve the credibility of information in content that is initiated by influencers, thereby fostering better practices for the creation of content that is trustworthy and influential. Furthermore, this research will make a contribution to the existing body of academic literature on topics such as consumer behavior, information credibility, and influencer marketing. Furthermore, this research may pave the way for future studies that will delve deeper into the complexities of influencer-consumer dynamics and credibility evaluation in a variety of cultural and product contexts.

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