

Influencer marketing and purchase intention

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KEYWORDS

Influencer,
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ABSTRACT

Over the last several years, influencer marketing has been enjoying a surge in popularity, and it is anticipated that it will become the marketing approach of choice for the subsequent years of the 21st century. When it comes to influencer marketing, previous research has mostly concentrated on identifying influencers and determining whether or not they are seen to be trustworthy. In order to be influential and to determine whether or not the influencer is capable of promoting the product to the target audience in an appealing manner, it is necessary for there to be a match between consumers and influencers in the field of marketing. Using quantitative empirical research, we conducted a survey over 200 people to determine how they evaluate the experience of a particular influencer. It provides theoretical and practical implications for the effectiveness of influencer marketing strategies. Marketers can make informed decisions on which influencers to collaborate with and how to tailor their campaigns for maximum impact. Additionally, the research findings can also help influencers themselves understand the factors that contribute to their success, guide them in building stronger relationships with their audience, expand their understanding of influencer marketing, and emphasize its role in driving consumer behavior.

1. Introduction

Social media's fast growth has allowed firms to reach a wider audience and influence customer behavior via influencer marketing. Pradhan et al. (2016) noted that social media influencers are becoming a crucial part of corporate marketing efforts. Venciute et al. (2023) define influencers as social media users with a large following who promote brands and services. The growth of Instagram, YouTube, and TikTok has allowed

influencers to reach millions of people worldwide. For companies looking to grow their consumer base and reach, influencer marketing has become popular. Numerous research have examined how influencer marketing influences customer behavior and purchases. Venciute et al. (2023) used a unique technique to investigate influencer-follower relationships, focusing on trust and experience. They found that experience and trustworthiness strongly affected customer trust and purchase intention. Another research by Nguyen et al. (2022)

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examined how social media influencers affected GenZ consumers' purchase intentions. They found that peer evaluations and recommendations regarding the influencer strongly affected consumer and purchase inclinations.

Venciute et al., (2023) said the research's results on purchase intentions may be inaccurate owing to the small sample size and the respondents' backgrounds, mostly young individuals with minimal financial capabilities. As advised by Venciute et al. (2023) and Nguyen et al. (2022) for more reliable results, future research should involve more customers and age cohorts. Additionally, questionnaire replies were typically based on respondents' shopping experiences, which may have influenced their impressions and purchasing intentions. This may raise response bias and drastically influence results. Therefore, the authors suggested that future research include more customers and age cohorts to better understand purchase intentions.

The findings of the study revealed a robust correlation between influencers and consumers. The research additionally indicated that the efficacy of influencer marketing in shaping consumer purchasing behavior is contingent upon the alignment between the influencer and their followers. These findings are innovative and contribute to the existing body of knowledge on influencer marketing by examining the alignment between influencers and their followers and their purchase patterns. This study sheds light on the efficacy of influencer marketing and provides practical recommendations for marketers in formulating effective influencer marketing strategies. This study enhances understanding of influencer marketing for Generation Z individuals aspiring to become future influencers. Moreover, it is imperative for personnel inside agency firms to be abreast of the advancements in influencer marketing to come up with an effective marketing strategy.

2. Literature Review

2.1. Social media influencer

As mentioned by Felix et al. (2017), Social media marketing is a multisectoral and multifunctional approach that uses social network platforms to deliver value to stakeholders and achieve organizational goals. It is now recognized as a multidisciplinary and collaborative approach that utilizes social

media platforms, often in combination with other communication channels, to achieve organizational objectives by providing value to stakeholders (Felix et al., 2017). Traditional communication channels are becoming obsolete, and businesses need to adopt digital and social media marketing strategies to maintain and expand their market share. According to Tuten and Solomon (2018), Social media marketing allows businesses to advertise their products and services on various online platforms and websites, enhancing their brand identity and gaining customer favor (e.g., Instagram, Facebook, TikTok). In addition to existing marketing strategies, businesses must consider new marketing strategies and consumer value propositions, such as value, brand equity, and relationship equity (Shamsudeen Ibrahim, 2018). Social media influencers possess expertise in certain areas and gain a following due to the specialized material they provide (Lou & Yuan, 2019). However, celebrities can be considered endorsers if they consistently build viral content on social networks (Campbell & Farrell, 2020).

2.2. Influencer marketing

Influencer marketing is a new marketing strategy that involves opinion leaders influencing consumer purchasing choices and brand awareness. Companies are increasingly using this strategy to promote their products through impactful social media content (Giles & Edwards, 2018). Influencers' recommendations are crucial when comparing products and making purchasing decisions, as their followers trust them (Boerman, 2020; Lou & Yuan, 2019; Stubb & Colliander, 2019). Influencers create and promote sponsored content through their personal social media channels, and they review the brand by providing information about the product and sharing their personal experiences (Lou & Yuan, 2019; Stubb & Colliander, 2019). Lou & Yuan (2019) defined an influencer as a content generator with expertise in a specific area and a large number of captive followers who are of marketing value to brands. When choosing influencers, marketers must consider the size of the audience and the qualities of the audience. Influencers can be classified into mega, macro, micro, and nano influencers, as well as celebrities, macro-influencers, professionals, micro-influencers, and nano-influencers (Campbell & Farrell, 2020)

2.3. The relevance of credibility

The credibility model (Hovland & Weiss, 1952) suggests that receiving information from trustworthy sources can influence consumer attitudes and perceptions about endorsements (Erdogan, 1999). Credible influencers, perceived as having higher levels of competency and dependability, can significantly impact purchasing behavior and willingness in target groups. Previous research has studied credibility as a one and multidimensional reality, with this study focusing on three aspects: competence (experience), trustworthiness (credibility), and relevance of products and targeted consumers, as well as peer review. This multidimensional approach helps understand the impact of credibility on consumer behavior and willingness.

2.4. Experience

Competence in influencer communication refers to a communicator's level of experience and knowledge in a subject matter. It is a reliable source of information and often derived from knowledge, experience, or training (Erdogan, 1999). According to (Lou & Yuan, 2019), consumers often consult online reviews and suggestions before making purchases, and influencers often have knowledge in specific fields. Elwalda & Lu (2016) pointed out that Consumers examine suggestions and advice they find online before making purchases, but they are more inclined to believe recommendations from influencers they see as knowledgeable. As a result, they must be viewed as robust sources of information when influencing followers' point of view and behaviors. Consumers often rely on the opinions of authority figures, leading to favorable attitudes and purchase intentions towards the product or brand being sold (Ohanian, 1990).

H1: The experience of influencer directly and positively affects the purchasing behavior of their followers.

2.5. Trustworthiness

Credibility, as defined by Ohanian (1990), is the truthfulness, reliability, and accuracy of an endorser. Trust, as highlighted by Lee & Koo (2015), is crucial for influencers to influence consumers. Consumers seek information from others to minimize perceived

risks and boost confidence in online transactions. Trust is a key factor in e-commerce, as buyers are less likely to trade online if they don't trust the vendor. A positive attitude towards transaction behavior, leading to transaction intention, can be generated through trust.

H2: An influencer's trustworthiness directly influences the purchasing behavior of their followers in a positive way.

2.6. The relevance of products and targeted consumer

Research shows that aligning brands with influential figures who share similar lifestyles, personality traits, and behavioral preferences can enhance brand trust and improve purchase intention (Choi & Rifon, 2012; Nam & Dân, 2018; Zietek, 2016). This is particularly important for brands with unique products and services, as customers often follow influencers with similar behaviors (Xu (Rinka) & Pratt, 2018), which is the initial step in establishing a connection between influencers and followers.

H3: The relevance of product and consumers of an influencer positively and directly influence purchase behavior of followers.

2.7. Peers' review and recommendation

In today's technologically advanced world, consumers constantly exchange information with their peers due to the ease and speed of sharing information on social media (Kitchen & Proctor, 2015). Cruz (2016) suggests that we should focus on igniting brand dialogues among customers' communities and providing reliable, genuine advice about influencers. Peer recommendations and opinions about influencers have been identified as a factor affecting consumer purchase intention, rather than direct information from influencers (Cruz, 2016; Lu et al., 2014; Momtaz et al., 2011).

H4: A review conducted by peers on social media has a positive and direct impact on the purchasing behavior of followers.

2.8. Influencer-follower congruence

The term "congruence" has been sparingly used by a small number of scholars in the field of

marketing. Alternatively, according to (Malär et al., 2011), authors imparted it in other terms such as suitable, correspondence, match-up, or typicality. To be in line with (Kamins & Gupta, 1994; Till & Busler, 2000), the perceived combination of the celebrity and the brand is a positive determinant for a convenient match-up. The particular studies demonstrate that the selection of a celebrity endorser is significant for corporations and brands, since it may directly influence the efficacy and triumph of the advertisement or campaign (e.g., Venciute et al., 2023). A strong connection between the brand and the influencer plays an important role in the success of the advertising. Given the fact that social network endorsers are often viewed as more trustworthy, authentic, and sincere than individuals promoting other products or services.

H1a: Agreement between influencers and their followers, the association between influencer's perceived experience and purchasing behavior is enhanced by a positive moderating effect. Specifically, when followers align with an influencer, the experience of influencer has a greater impact on their purchasing behavior.

H2a. The connection between perceived trustworthiness of an influencer and purchase behavior is positively affected by the resemblance between the influencer and their followers. This means that when followers are in alignment with an influencer, the trustworthiness of the endorser has a greater effect on their purchasing behavior.

H3a. Agreement between influencers and their followers, the presence of a positive moderator enhances the connection between the perceived relevance of products and consumers by influencers and buy behavior. Specifically, when followers align with an influencer, the influencer's relevance of products and consumers has a stronger effect on their purchase behavior.

H4a. The congruence between influencers and their followers has a positive effect on the relationship between the perceived relevance of social media reviews and purchase behavior. Specifically, the impact of influencer social media review relevance on purchasing behavior is stronger when followers are cohered to the influencer.

2.9. Underpinning theory and the conceptual framework

Social Identity Theory, developed by Tajfel & John (1970), is a framework that examines the relationship between influencer marketing and purchase intention. The components of Social Identity Theory might be considered crucial catalysts for the achievement of influencer marketing success. In the realm of influencer marketing, followers establish a sense of affiliation with the influencer, seeing them as members of their social circle. Successful endorsement outcomes occur when there is a significant resemblance between the social media influencer's image and the intended self-image of the customer.

The study applies Social Identity Theory to investigate the impact of connection between influencers and followers on the relation of influencer marketing and purchasing behavior. The new conceptual framework adopted by studies of both Nguyen et al. (2022) and Venciute et al. (2023) will be used to investigate the effect of this congruence on followers' perceptions of influencers' experience, trustworthiness, product and consumer relevance, and peer reviews.

The study applies Social Identity Theory to investigate the impact of connection between influencers and followers on the relation of influencer marketing and purchasing behavior. In particular, we examine how Experience and Trustworthiness, as components of Social Identity Theory, might be used to forecast purchase intention. Previous studies have examined the role of perceived trustworthiness in influencing consumers' future behaviors and have shown encouraging outcomes, such as an increase in customer purchase intention (e.g., Chu & Kamal, 2008; Dimitrova & Rosenbloom, 2014). According to (Bergkvist et al., 2016), expert influencers, who possess specialized knowledge, play a crucial role in establishing relationships and trust with their followers. These influencers have the ability to affect consumers' attitudes and behaviors towards businesses and may even initiate positive actions towards the company. Moreover, Chua & Banerjee, (2015) and Floh et al. (2013) and Zhu et al. (2010) assert that buyers are actively striving to ascertain the quality of products by checking reviews. Consumer review systems may optimize the ratio of perceived advantages and quality of items, hence influencing consumer purchase choices (Goldsmith and Horowitz, 2006). In this context, we consider professional influencers to be a significant resource

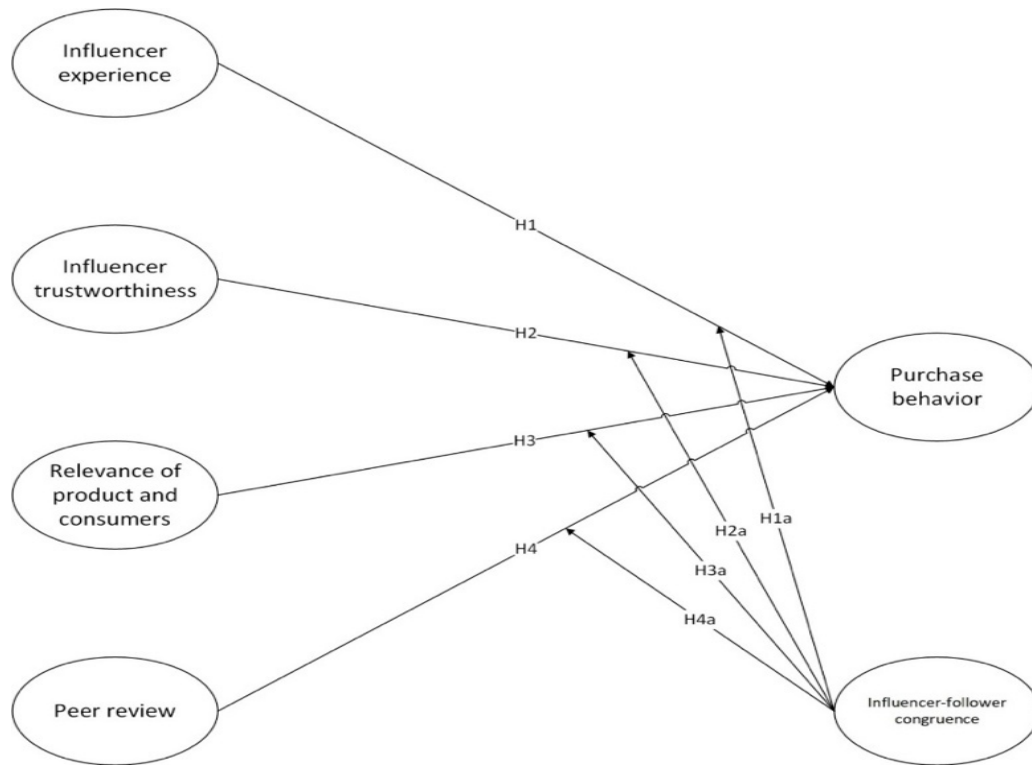


Figure 1. The conceptual framework adopted from (Venciute et al., 2023) (Nguyen et al., 2022)

for product evaluations and endorsements. Through using their specialized knowledge, these influencers are able to provide perceptive and reliable evaluations of different companies, enabling customers to make well-informed choices when buying. Moreover, the impact of skilled influencers goes beyond mere product endorsements. In addition, they have the ability to influence customer views and attitudes towards companies, therefore establishing a favorable reputation and fostering brand loyalty within their audience (Constantinides & Holleschovsky, 2016).

The research aims to investigate the impact of influencer-follower congruence on the efficacy of influencer marketing campaigns. It will examine the extent to which similarities in terms of values, interests, demographics, or other characteristics between influencers and their followers affect campaign outcomes. According to (Nguyen et al., 2022; Venciute et al., 2023), the new conceptual framework is adopted. Our objective is to investigate the effect of this congruence on followers' perceptions of influencers' experience, trustworthiness, product and consumer relevance, and peer reviews. Ultimately, we want to understand

how this influence affects their purchasing behavior (see Figure 1).

The conceptual model is presented in Figure 1.

2.10. Methodology

This study utilized a quantitative method to conduct market research and gain a deeper understanding of the relationship between influencers and purchasing behavior. A random sample of data was collected through an online survey using Google Forms. Previous studies conducted by Venciute et al. (2023) focused on an Instagram influencer with a large following and the interaction between the influencer and her followers. The target demographic of Nguyen et al. (2022) for the survey was Generation Z and Generation Y, who are aware of the significance of influencers in their purchase decisions. Convenience sampling was used to collect data, and various social networking sites were used to establish communication with participants (e.g., Facebook, Zalo, and TikTok).

In this study, the researchers developed a scale based on previous research conducted by Venciute et al. (2023) and Nguyen et al. (2022). The scale

consists of eight observable variables that are used to assess concepts and test hypotheses. The questionnaire used in the study is divided into three sections. The first section includes closed-ended demographic questions (e.g., gender, old, job), while the second section includes open-ended queries focused on assessing experience, the third section discusses the topic of purchase behavior. All variables were measured using a 5-level Likert scale, ranging from (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, to (5) Strongly agree. Experience were measured using 4 items previously developed (Munnukka et al., 2016). Trustworthiness has been measured using the scale developed by Munnukka et al. (2016). The relevance of products and consumers items were adapted from Jalilvand & Samiei, (2012); Dwidienawati et al. (2020). Peers' reviews was measured using 5 items according to previous literature (Jalilvand & Samiei, 2012; Dwidienawati et al., 2020). Five items of purchase behaviour variable were measured and developed from several studies (Taylor & Bearden, 2002; Venciute et al., 2023). Congruence was measured using 4 items (Venciute et al., 2023).

In this research paper, the authors utilized the SmartPLS program to evaluate the assumptions within their conceptual framework. The data were analyzed using the SmartPLS software and the Partial Least Squares Structural Equation Modeling technique. We also employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the hypotheses in their research model.

3. Results and Discussion

3.1. Descriptive analysis

After tabulating and analyzing the data, an estimate of the Cronbach's Alpha value was calculated. This number is used to ascertain the extent of internal consistency and to get insight into the level of interconnectedness among a set of things.

We assessed the performance of the measurement model by analyzing the factor loadings (i.e., values more than 0.708), the composite reliability (CR, ranging from 0.7 to 0.95), and the average variance extracted (AVE, values surpassing 0.5). This enabled us to ascertain the precision of the measurement model. The study conducted by Hair

& Sarstedt (2019) used the Heterotrait Monotrait Ratio (HTMT) and the Fornell-Larcker criteria to evaluate the instrument's ability to distinguish between different constructs. Based on the research conducted by Hair & Sarstedt (2019), it is advisable to quantify the reliability of a construct using the Composite Reliability (CR) measure instead of relying on Cronbach's alpha. This proposal is based on the research conducted by Jöreskog (1971). CR has the capability to assign varying weights to distinct signals based on their loadings, so bypassing the limitation imposed by Cronbach's alpha.

3.2. Results

The reliability test was conducted on all variables in the study, and the results are shown in Table 2. The data indicate that Cronbach's Alphas, which assess internal consistency and correctness, often range from 0.7 to 0.9 (Streiner, 2003). This suggests that all scales exhibit a high level of internal consistency and accuracy. In addition, the situation, the composite dependability (CR) of all structures, which varies from 0.837 to 0.858, exceeds the recommended threshold of 0.6 (Fornell & Larcker, 1981). The average variance extracted (AVE) represents a continuum of values, spanning from 0.563 to 0.603.

In according to the guidelines outlined by Hair et al. (2019), page 781, we conducted many assessments to evaluate the structural model. The evaluations included analyzing multicollinearity, evaluating the coefficient of determination (R²), and determining the effect size (f²) of the structural route correlations. To address the problem of multicollinearity and common method bias, we used VIF values that were acceptable, meaning they were equal to or less than 3.3 (Kock, 2017). According to (Wetzels et al., 2009), the R² value is an indicator of the accuracy of the structural model analyzed using the PLS approach. A value less than 0.02 indicates a negligible effect, a value between 0.13 and 0.26 indicates a moderate effect, and a value more than 0.26 indicates a significant effect. R² is categorized into three distinct value ranges. The structural model seems to have a more positive impact, as shown by the data reported in Table 2, with an R² value of 0.575 for Purchase behavior.

According to (Ngoc Ton et al., 2023), while assessing the relationship between variable

Table 1. Reliability and convergent validity of latent constructs

Construct	Code	Factor loading	Cronbach's Alpha	rho_A	CR	AVE	R-Squared
Threshold		≥ 0.708			[0.7;0.95]	≥ 0.5	
Influencer experience			0.780	0.781	0.858	0.603	
	E1	0.769					
	E2	0.765					
	E3	0.796					
	E4	0.774					
Peer review			0.741	0.742	0.837	0.563	
	PR1	0.732					
	PR3	0.769					
	PR4	0.774					
	PR5	0.725					
Purchase behavior			0.763	0.765	0.849	0.584	0.575
	PB2	0.739					
	PB3	0.764					
	PB4	0.768					
	PB5	0.785					

Notes: CR = Composite reliability, AVE = Average variance extracted.

Table 2. Discriminant analysis (Fornell-Larcker Criterion)

Construct	Fornell-Larcker Criterion		
	1	2	3
1 Influencer experience	0.776		
2 Peer review	0.677	0.750	
3 Purchase behavior	0.708	0.679	0.764

Table 3. Discriminant analysis (Heterotrait-Monotrait Ratio)

Construct	Heterotrait-Monotrait Ratio (HTMT)		
	1	2	3
1 Influencer experience	Criteria ≤ 0.9		
2 Peer review	0.888		
3 Purchase behavior	0.913	0.898	

Table 4. Results of hypothesis testing

Hypothesis	Relationship	Estimate	Effect size (f ²)	Supported
H1	Influencer experience -> Purchase behavior	0.458***	0.267 (large)	Yes
H4	Peer review -> Purchase behavior	0.37***	0.174 (medium)	Yes

Note: *** p -value ≤ 0.001 ; ** p -value ≤ 0.01 ; * p -value ≤ 0.05 .

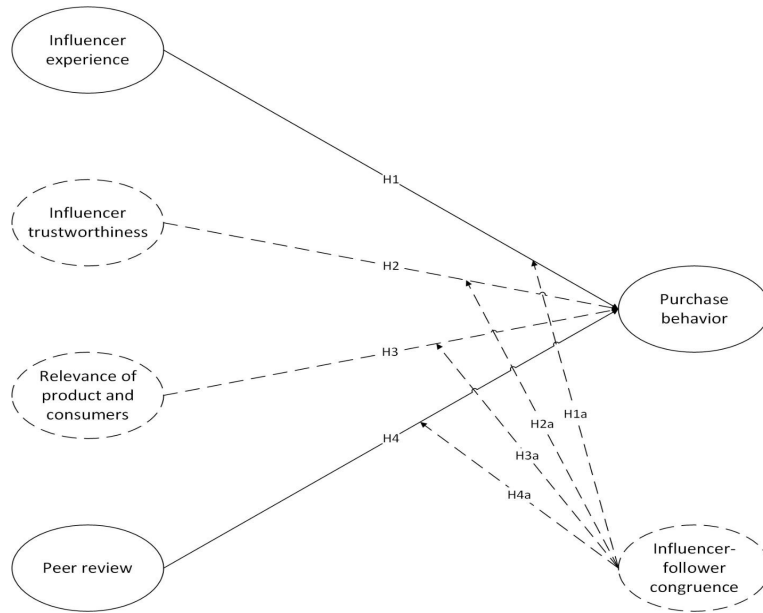


Figure 2. Conceptual model with omitted concepts (e.g., Influencer trustworthiness, Relevance of product and consumers, Influencer-follower congruence)

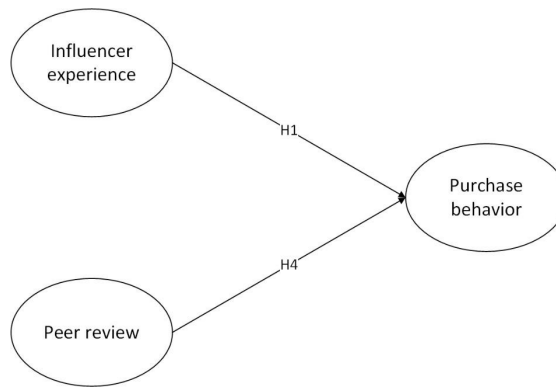


Figure 3. Revised conceptual framework for inferential analysis
Notes: Only H1 and H4 was retained in the revised conceptual framework.

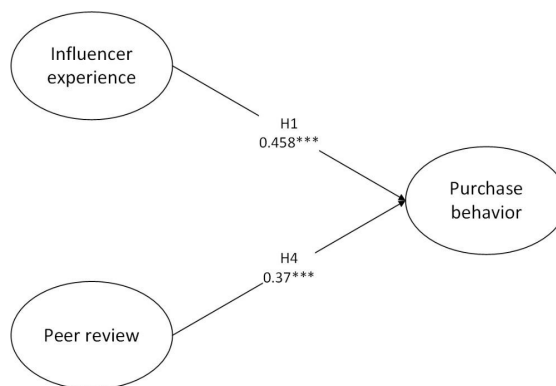


Figure 4. Theoretical estimation
*Note: *** p-value ≤ 0.001 ; ** p-value ≤ 0.01 ; * p-value ≤ 0.05 .*

constructs, it is crucial to include discriminant validity as an important factor. Convergent validity is another important aspect that has to be considered. The Fornell-Larcker Criterion formula and the Heterotrait-Monotrait (HTMT) coefficient were used to ascertain the discriminant value of their respective models. The square root of the average variance extracted (AVE) of a latent variable is compared to the correlation between those variable and other variables in the research model. The Fornell-Larcker criteria are used to make this comparison. The inquiry successfully satisfied the Fornell-Larcker criteria, as shown by the results presented in Table 3. These findings were based on the research conducted by Hair et al. (2017), as mentioned by Ngoc Ton et al. (2023).

Researchers have proposed using the HTMT correlation index to evaluate the discriminant validity between two latent variables. Based on the research conducted by Hair et al. (2017) and Henseler et al. (2015), as cited by Han et al. (2022), it has been shown that discriminant validity can only be guaranteed if the HTMT index is less than or equal to 0.9. A discriminant validity assessment was conducted using the HTMT technique, with a threshold of 0.9 chosen as the standard for distinguishing between conceptually distinct things. According to Table 4, all pairs of latent variables had acceptance HTMT ratios (i.e., less than or equal to 0.9), excepting a pair between purchase behavior and influencer experience with HTMT 0.913. Table 3 with Fornell-Larcker Criterion demonstrates that the values for peer review are in agreement with the standard requirement. As a result, it is possible to assert that all latent variables guarantee both convergent and discriminant validity.

The outcomes of the hypotheses that were tested in the research model are shown in Table 4 and Figure 2, respectively. On the basis of this, the hypotheses H1 and H4 are accepted with the following degrees of statistical significance: 0.1%, 1%, and then 5%

There was a considerable beneficial effect of influencer experience on purchase

behavior, as shown by the coefficient $\beta = 0.458$, which provides support for Hypothesis 1. Peer review had a considerable beneficial influence on Purchase behavior, as shown by the coefficient $\beta = 0.37$, which provides support for Hypothesis 2. In addition, researchers recommend taking into consideration the effect size f^2 when determining

the extent to which the independent variable has an influence on the dependent variable. According to Nu et al. (2022), the impact coefficient f^2 is ordered in the following value ranges, as stated by Cohen (1988): $f^2 < 0.02$ indicates that there is no effect, $f^2 \leq 0.15$ indicates a minor impact, $0.15 \leq f^2 \leq 0.35$ indicates a medium impact, and $f^2 \geq 0.35$ indicates a big influence. It is clear from looking at Table 5 that the link between the experience of the influencer and the behavior of the purchaser has the largest effect coefficient, with a value of $f^2 = 0.267$.

3.3. Discussion

Hypothesis testing validated H1, indicating that customers' purchase behavior is positively influenced by influencer perception. This was supported by Venciute et al. (2023). Venciute et al. (2023) polled Instagram influencer users. However, this study surveyed more parameters. The results showed that Influencers' experience improves consumers' purchasing behavior. This supports earlier research that consumers seek rival endorsers' online endorsements before buying (Elwalda & Lu, 2016). Influencers frequently have specialized expertise and develop a following by creating content that appeals to their interests (Lou & Yuan, 2019). Thus, an influencer's competence and talents in the sponsoring company's product categories are more likely to positively effect customer perceptions and purchase behavior.

After data collection and analysis, this study found no trustworthiness hypothesis results. Nevertheless, Venciute et al. (2023) found that influencer credibility was unsupported and did not immediately affect customer purchase behavior. Survey participants in each research have resisted establishing the premise as a driver of consumers' purchasing intentions. According to (Lee & Koo, 2015; Zogaj et al., 2021), credibility is a key aspect in the interaction between endorsers and their customers and positively impacts buying behavior. Thus, this research contradicts earlier ones. In influencer marketing, followers may be inundated by the influencer's value and expertise, leading them to doubt their credibility when endorsing the products or services they promote (Venciute et al., 2023).

After data collection and analysis, the Trustworthiness hypothesis and the product-

consumer relevance hypothesis both yielded insignificant findings. The regression analysis showed a RE value over the threshold, hence the conclusion was not supported (Nguyen et al., 2022). The findings contradict (Choi & Rifon, 2012; Liengpradit et al., 2014; Martins et al., 2019; Xu (Rinka) & Pratt, 2018). Because countries have different cultures and age demographics, the statement yields different results. However, Nam & Dân (2018) in Ho Chi Minh City showed that product-influencer relationships increased customer purchase intention. Thus, further research is needed to objectively compare lifestyle, income, and education among Vietnamese consumers across areas.

According to past research, peer evaluations and recommendations increase client purchase intention. This finding matches the study of Lu et al. (2014). Research by (Hall, 2016) found that reviews are crucial to influencer marketing. Influencers are great product information transmitters because they stand out and are trusted. This matches Rui et al.'s (2011) study. The survey indicated that customers typically base their purchases on knowledge, assistance, and expertise from peers. This boosts sales due to good buying trends. According to (Müller & Christandl, 2019), peer reviews may affect consumers' buying decisions on social media platforms.

This study examines how influencer marketing affects customer purchase intention in Vietnam to improve theoretical understanding. This research suggests that company and brand representatives should choose influencers who share their target customer's values when selecting them for their campaigns. Representatives can easily judge an influencer's fit with target customers (Belanche et al., 2021). This is because the market is competitive and influencers are plenty. High congruence between endorsers and followers strengthens the link on experience, peer review, and the desire to buy the products being sold. Generally, firms and agencies should spend in influencer selection. This may be done by performing qualitative or quantitative research on a target client, employing both approaches, or engaging a marketing firm. According to (Bennett, 2014; Cakim, 2010; Cruz, 2016), research supported this claim. In Brown & Fiorella's (2013) influencer model, customer-centric impact marketing showed how customers affect purchase intention. Customers were crucial to this

marketing strategy's influencer map.

This research shows the usefulness of experience in influencer management advice. They show that clients must trust the idea source's expertise. Instead than trying to be experts in everything, influencers should concentrate on areas where they can show their expertise. The Customer-Centric Influence Marketing Model by Brown & Fiorella (2013) suggests implementing the concept since firms can better concentrate on consumers and influence nearby people. Influencers must analyze their target demographic and only work with trustworthy companies that fit their audience (Evans et al., 2017).

4. Conclusion

The study on studying has limitations in terms of participant recruitment, as it only focused on individuals in Ho Chi Minh City and adjacent regions in Vietnam. This restricts the generalizability of the findings to the entire country. Additionally, regional disparities in lifestyle, standard of living, cultural practices, and educational infrastructure may affect the outcomes in different provinces. Economic conditions can also impact purchasing behavior, regardless of the alignment between influencers and their followers. The ethical concerns of influencer marketing, such as transparency and genuineness, remain unresolved. To address these limitations, future research should include a wider range of demographics and markets, employ longitudinal designs to assess causality over time, use diverse data sources for triangulation, adapt research methodologies to the dynamic nature of influencer marketing, and consider the ethical implications of the results.

After the research, influencer-follower relationships had a favorable effect on influencer marketing and purchase behavior. The study found that influencers' effect on followers' shopping choices is correlated with their resemblance. Simply said, the marketing message is more likely to resonate and lead to a purchase when the influencer's personal experiences match their consumers'. Thus, firms and marketers must carefully choose influencers who align with their target demographic. Influencer marketing relies on authenticity since followers trust and respect genuine and relevant influencers' thoughts and recommendations. Additional study

should explore the optimal congruence levels to influence buying behavior and how this connection may vary between industries and product categories.

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